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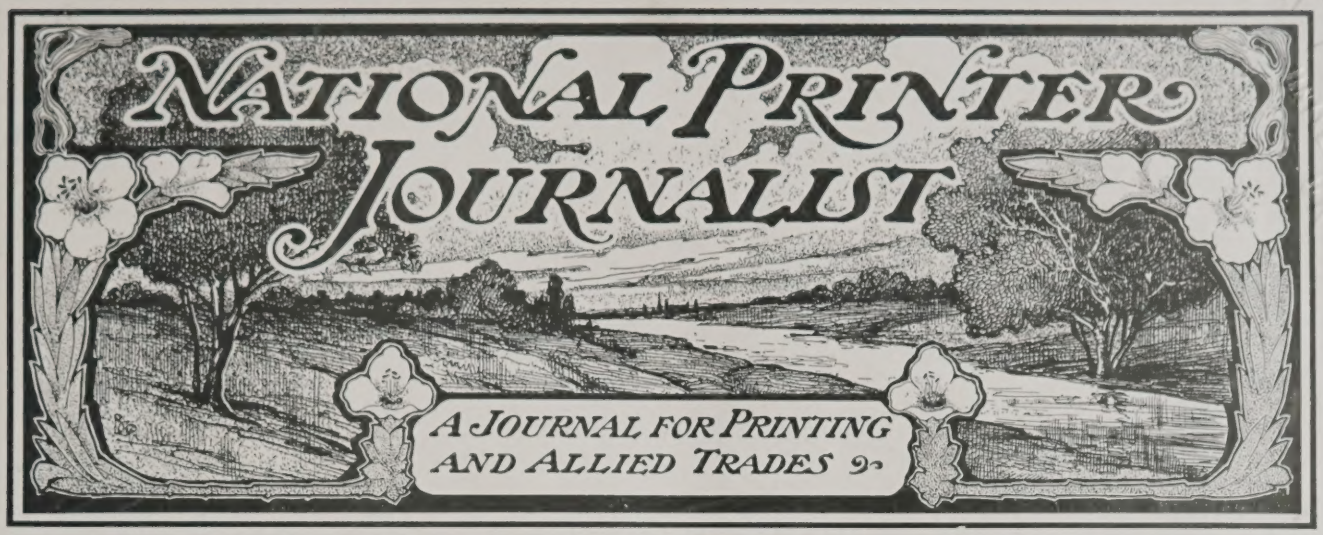


VOLUME THIRTY-FIVE CHICAGO, JANUARY, 1917 NUMBER ONE

# George E. Hosmer, President Tomlinson and Others Describe Conditions Concerning Publishers of Small Papers

## Representatives of National Editorial Association Before U. S. Trade Commission Say that Small Consumers are Victims of Unjust Price Discrimination, Paying as High as 10c a Pound.

From Editor & Publisher, Dec. 16.

Mr. Hosmer: I represent the National Editorial Association and the Colorado Editorial Association. Mr. Walsh: What papers and territory generally does that take in?

Mr. Hosmer: That takes in newspapers of all classes in the United States. We have something over a thousand papers, and it takes in mostly newspapers in towns of from ten to eighteen thousand down, altho we have some membership in large newspapers and in Colorado it represents a membership of about 300 newspapers of all classes in the State—the Colorado Association.

Mr. Merchant: Your paper is published in Denver? Mr. Hosmer: No, sir; I own an interest in a newspaper out in the State, but I live in Denver at the present time. Mr. Merchant: Will you kindly state about what the daily papers are paying for news print paper in Colorado?

Mr. Hosmer: Well, I know of contracts in Colorado at 2.55. I know of a contract that was made last July at 2.55. That is a fairly large newspaper at Pueblo. The small dailies, however, in the State that have been buying on contract, a number of them pay from four and a half to five cents in car shipments, and while they are endeavoring to buy paper at the present time, they are asking as high as six and a half cents. I will say that a number of the smaller newspapers endeavored to get together and buy in car lots. I have asked the members, as their representative, and the only price I got was six and a half cents.

Mr. Merchant: At the mill? Mr. Hosmer: No, f. o. b. Denver. Mr. Merchant: About how much freight would be in that? Mr. Hosmer: There would be about 70 cents freight in that. Mr. Merchant: Seventy cents a ton? Mr. Hosmer: No, sir; 70 cents a hundred. I gave the price per hundred—six and a half cents a hundred; 5.80 would be about the mill price on that.

Mr. Merchant: Are those prices that you have been naming contract purchases? Mr. Hosmer: This proposition at this time was offered by contract for a definite tonnage for the next year. Mr. Merchant: Of considerable size? Mr. Hosmer: Not a very large tonnage, no. About 500 tons.

Mr. Merchant: Do the Colorado papers, as a rule, buy from the mills? Mr. Hosmer: Most of them have been buying of jobbers outside of Denver. The Pueblo dailies and the Colorado Springs dailies. I think perhaps both papers in Grand Junction have bought from the mills at times, altho they are buying now from jobbers as representatives of the mills. This price that I gave you of 2.55 made to the Pueblo Chieftain was a price at the mill on the Pacific Coast and made thru the Graham Paper Company, of St. Louis, Kansas City, and Denver.

Mr. Merchant: This price which you spoke of for your organization, as a coöperative buying, was that given thru a jobber? Mr. Hosmer: Yes, sir; that was given thru a jobber; we were unable to get any price from a mill. Mr. Mercant: And this jobber would then turn his contracts over to the mills as a shipment from the mills? Mr. Hosmer: Yes; it had been shipped direct to us from the mill but it was a price made by a jobber; as I say, we were unable to get any price from the mills.

Mr. Merchant: Would that paper probably come from a mill in Minnesota or Wisconsin? Mr. Hosmer: Probably so, or it might have come from the Pacific Coast. The jobber did not say.

### Has Written More Than 2,000 Letters

Mr. Hoover: Does your investigation not only cover the State of Colorado but other country newspapers as well?

Mr. Hosmer: Oh, yes, my investigation during the course of the last four or five months since the preliminary hearing before this Commission has been that I have written over 2,000 letters to newspapers in all parts of the United States and to newspaper associations and have endeavored to get information from all parts of the country, and speaking of the Colorado prices, that is one thing that I would like to call your attention to, and that is that

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the little fellows have been compelled to pay at a loss of about eight cents, and the day I left Denver a little man—or I should say, a little newspaper man, came into my office and said, "Can you help us in some way? I have just been down to a jobber and they want ten cents a pound for print paper today." Of course, that was in a small quantity.

Mr. Merchant: That was sheet paper, was it? Mr. Hosmer: That was sheet paper, and about 500 tons was all he was buying of that size. I have had letters since I reached Washington on the subject. I had a letter from one such association that was endeavoring to buy the same as I did on the coöperative plan and the best price they got was six and a half cents f. o. b. Baltimore.

Mr. Merchant: F. O. B. Baltimore?

Mr. Hosmer: Yes, sir; a jobber in Baltimore. This man said he had written to practically every mill in the United States and that he could get no price; that he had a price, however, from a jobber in Baltimore on one car—not a contract; he could not come in on a contract price, but he would ship him one car that way for six and a half cents. Mr. Merchant: Where was that paper to go?

Mr. Hosmer: To North Carolina: I have had practically the same information with respect to other States—State Associations—as the average price of the National Association. Mr. Walsh: That is all. (Mr. Hosmer was thereupon excused.)

## MICHIGAN PUBLISHERS MULCTED

### Congressman Cramton Says Some Papers Pay as High as 6½c for Supply

Mr. Cramton: My name is Louis C. Cramton, of Lapeer, Mich. I am publisher of the Lapeer County Clarion, and am appearing here in that capactity. I am a member of the National Editorial Association and of the Michigan Association and of the Michigan Press and Printers' Association. Mr. Merchant: Is your paper a daily paper? Mr. Cramton: My paper is a county-seat weekly. Mr. Merchant: Using sheet paper? Mr. Cramton: Yes, sir; flat. Mr. Merchant: Do you purchase your paper thru a jobber? Mr. Cramton: Yes, sir; almost always, as I think is the custom with country papers in Michigan.

Mr. Walsh: Are you familiar with the cost of print paper of that character? Mr. Cramton: Yes, sir; I think I am. Mr. Walsh: Please state it.

Mr. Cramton: I have not been giving much attention to my paper since I have been in Washington. I had this matter up with the manager of my paper just before I left Lapeer early in November. At that time, after considerable effort, I had placed an order for print for our needs, as our supply will be exhausted in January; we had placed an order for a quantity sufficient for our needs at six and a half cents f. o. b. mill, the order, however, going thru a jobber, but to be shipped from the mill. His jobbing concern at that time had made a considerable effort, and that was the only place, as I understand it, that he was able to buy assured shipment, and at the time I left Lapeer, altho the order had been given in October, he had not been able to have assurances of shipment by the first of January, but since I arrived here, I have had information from him that they have promised that the supply would reach him by the first of January.

Mr. Merchant: Is that price which you state, six and a half cents, about what the other publishers pay? Mr. Cramton: That is about what the other publishers are paying, to the best of my information, in carload lots. Mr. Merchant: What did you pay last year? Mr. Cramton: About two and a half cents. I could not speak exactly on that point. Mr. Merchant: Can you state about what the difference in price is between flat paper and roll paper, ordinarily? Mr. Walsh: You mean sheet paper and roll paper. Mr. Cramton: No, I have not the information. The country papers there, with one or two exceptions, use the flat paper.

### No Uniform Price for Dailies

Mr. Merchant: Do you know what the daily papers are paying in your State?

Mr. Cramton: Only by hearsay. Just prior to the election I met a travelling salesman for a paper house which is not selling print, except incidently, and was told of two instances, one the case of a daily which had at about that time renewed its contract with the mill that they had previously been buying with, and it is my impression it was about two and a half cents or less. Another similar newspaper in a town of about the same population forty or fifty miles away, owing to the fact that the mill that they had previously been buying from had turned its activities to other lines of paper—they had to seek a new mill, and they were unable to give them much less than five or six cents.

Mr. Merchant: When was this price of two and a half cents for renewal made? Mr. Cramton: I should say in October of this year. Mr. Walsh: From what mills do papers of that kind get their supplies? Mr.. Cramton: I do not even know the mills. It is a New York mill where my paper is coming from. We are buying from a Cincinnati jobber.

## MISSOURI PUBLISHERS HARD HIT

### Prices Jumped to $5 and $6 a Hundred Pounds, and Supplies Uncertain

Mr. Walsh: What is your name, place of residence and business?

Mr. Blanton: My name is H. J. Blanton, Paris, Mo., publisher of the Paris Appeal.

Mr. Merchant: Is your paper a daily or a weekly paper? Mr. Blanton: It is a weekly paper. Mr. Merchant: Using sheet paper? Mr. Blanton: Yes, sir. Mr. Merchant: Do you buy your paper thru jobbers? Mr. Blanton: Yes, sir.

Mr. Merchant: What have you been paying this year as compared with last year? Mr. Blanton: Last year we were buying around 2.85. Mr. Merchant: And this year? Mr. Blanton: The last we bought, we bought in June, under peculiar circumstances, if you will allow me to state them.

Mr. Walsh: We are not particular. We want the general price. Mr. Blanton: That was four cents. We paid cash for the paper and got it delivered in October. Mr. Walsh: What is the price now? Mr. Blanton: I have a statement here from a number of papers, half a dozen papers, if you will let me state it.

Mr. Walsh: Yes. What is the general trend of the price?

Commissioner Davis: How do you get those prices? Mr. Blanton: I have a set of letters here. Mr. Davis: Letters from them? Mr. Blanton: Yes, sir; from the publishers of newspapers. Mr. Walsh: Are you willing to submit them? Mr. Blanton: Yes, sir. Mr. Walsh: Now state the prices.

### Prohibitive Prices

Mr. Blanton: The Independence (Mo.) Examiner, old contract, 2.75; last quotation 6.50. The Republican, Cape Girardeau, Mo., uses 60 tons a year; old contract, $2.35, delivered; paid in December, 1916, $6 per one hundred in St. Louis. That is a paper that is bought in rolls. The Moberly Index uses about 140,000 pounds a year; paid in November, for two cars of paper, f. o. b. mills, $5.40. The Tribune, Maryville, Mo., 24 tons next twelve months. Old contract delivered $2.60, is now paying $6 and freight.

The Daily Missourian, Columbia, Mo., 60,000 pounds of stock a year; price quoted, $6.70 for 1917, f. o. b. Columbia. The Mail, Nevada, Mo., uses 80,000 to 100,000 pounds a year; paid for last shipment, $6.25.

Now, I represent the Missouri Press Association. It is largely composed of country publishers, altho included in the membership are the metropolitan papers of the State, like the St. Louis Republic, the Globe-Democrat, and the Kansas City Star. Mr. Walsh: About how many papers do you represent?

Mr. Blanton: In our Association there are a little over 325 members; in the affiliated associations altogether in the State, something like 800 publications. There is one point that I would like to make, if you will allow me to suggest it, and that is that we feel we have a special grievance with respect to the continual widening of the margin between the price that is made to the small buyer and the price that is made to the large buyer. Where it used to be, as we understand it, about a cent, it is now anywhere from 3 to 5 cents. Mr. Merchant: That is, the small buyer is now paying a much larger price than he used to? Mr. Blanton: Yes, sir.

**"Possessions" of the Graham Co.**

Commissioner Davis: Is that due to the difference in price asked by the manufacturer at the mill or due to the price the jobbers get?

Mr. Blanton: We cannot say. We buy thru jobbers. In our territory we are known as possessions of the Graham Paper Company. (Laughter) and we all buy from the Graham Paper Company. It happens that a representative of that company is a very special friend of mine, and when he commences to raise the price of paper, I tell him that I am going to shop around. He said to me to go right ahead. It would be a pleasure for me to do that. But he said, "But when you get thru you will find it is always the same price you buy from me at."

Mr. Merchant: Did you? Mr. Blanton: I did. Mr. Walsh: He was right, was he? Mr. Blanton: He was right. Mr. Chantland: Are you familiar with the difference between the relative cost of roll paper and sheet paper as used by newspapers? Mr. Blanton: No, sir. I never bought any news paper. Here is the Independence Examiner that has been buying at $2.55, and the Cape Girardeau Republican at $1.35. One is flat and one is roll.

Mr. Robertson: You spoke about the difference in the widening of the margin between purchases made by small papers and those made by large papers. Where do you make your dividing line between the large and small purchasers? Mr. Blanton: Papers like metropolitan papers that had contracts around two cents or one. Mr. Robertson: For how much paper?

Mr. Blanton: I could not say how much they use, but the quantities were very large, of course. I understand from an editorial in the Republic the other day that their contracts were $3.10. There is a publisher who buys in rolls just down below St. Louis at $6.

Mr. Walsh: You can leave those papers here.

Mr. Chantland: Let the record show that by the statement before the Commission the ordinary price or difference in price in the market between flat sheet and roll paper is about 10 cents per hundred pounds, subject to criticism or verification.

Mr. Ansberry: I do not know about that.

Mr. Hoover: May I make the statement that if the publisher desires a small amount of flat paper, the manufacturer will give him that and do it in the same car and at the same price as roll paper.

Mr. Walsh: Is there any other gentleman who desires to submit any information at this time? If so, he is requested to leave it with the Commission during the lunch hour—leave it with Mr. Merchant. This afternoon we will consider the reasonableness of these prices that have been submitted this morning, and then continue with the program as it has been stated to you.

Mr. Varner: I would say that North Carolina is represented here today and would like to be heard if possible. We are at your disposal. We are not having the same kind of trouble as the other gentlemen are having.

Mr. Walsh: Very well, you may take the stand.

STATEMENT OF H. B. VARNER

**Explains News Print Situation in North Carolina—Ruling Prices 5 to 7 Cents.**

Mr. Varner: I publish the Lexington (North Carolina) Dispatch and the Southern Good Roads Magazine.

Mr. Merchant: And you are also connected with the Press Association of North Carolina? What is the name of that association? Mr. Varner: I am chairmen of the Print Paper Committee of the North Carolina Press Association.

Mr. Mercant: What is the purpose of that Committee? Mr. Varner: The Committee was organized to get together to buy paper in bulk direct from the mill at mill prices. We organized after we had read the interview of Mr. Dodge, the president of the International Paper Company, and the interview of Mr. Steele, the secretary of the Newsprint Manufacturers' Association. Mr. Merchant: What prices were your papers paying last year as compared with this year? Mr. Varner: Last year our papers were paying around two cents at the mill. Mr. Merchant: And this year? Mr. Varner: Well those that had contracts—this year since this great flurry our people have been paying from five to seven cents—the same as I. Mr. Merchant: At the mill? Mr. Varner: Well not at the mill. Most of them got it from jobbers.

Mr. Merchant: Where were the jobbers generally located? Mr. Varner: In Richmond, Atlanta, and Baltimore. Mr. Merchant: You paid freight from those points to destination? Mr. Varner: Yes, sir. Mr. Merchant: How much is that freight rate on an average? Mr. Varner: It is about from 37 to 42 cents. Mr. Merchant: From Richmond town? Mr. Varner: I mean from Baltimore. I think about 30 cents from Richmond. I am not certain about the freight rate.

Mr. Merchant: Are those papers in your Association dailies or weeklies? Mr. Varner: Dailies and weeklies. Mr. Merchant: Some using roll and some using sheet? Mr. Varner: Yes, sir; some using roll and some using sheet.

**Partial Renewal of Contracts**

Mr. Merchant: And buying largely from jobbers? Mr. Varner: Yes, sir; I will say this, that a number of those papers had contracts this year with the manufacturers, and some few, I understand, have been able to renew their contracts for part of the amount they will need for 1917. Mr. Merchant: What were the prices for those renewals? Mr. Varner: Those renewals were made at $3.25 at the mill. Mr. Merchant: The mill was an Eastern mill, somewhere? Mr. Varner: The mill was an Eastern mill, somewhere; yes, sir. Mr. Merchant: Do you know what mill? Mr. Varner: The International is the only one that I know of in North Carolina. Mr. Merchant: At 3:25 at the mill?

Mr. Varner: Yes, sir; they only contracted for 75 per cent of the amount they need, so they will be forced to go in the open market and buy the other 25 per cent at an exhorbitant rate that is now being charged. Mr. Robinson: No papers except daily papers made such

contracts? Mr. Varner: No, sir; no weeklies. There are a very few dailies.

Mr. Merchant: The only renewals that you know of among the members of your Association are those made by the International Paper Company? Mr. Varner: Yes, sir.

### Trying to Buy in Bulk

Mr. Merchant: I suppose other members of your Association have tried to make renewals also, have they not? Mr. Varner: Well, as chairman of this committee, I have tried to make a contract for paper—I mean news paper for all of those papers.

Mr. Merchant: In the coöperative buying proposition? Mr. Varner: Yes, sir; in coöperative buying. If I may explain, I first find out how much paper a publisher would be compelled to have. The smallest amount he would be compelled to have for 1917. I got the size, weight, etc., with an agreement that he would pay cash if necessary. Now for his supply for 1917, he would have his bank guarantee the payment for this paper when it was shipped or the previous shipment. In other words, they guaranteed to finance the proposition to the entire satisfaction of the manufacturer.

Mr. Merchant: How much tonnage did you get together in that way? Mr. Varner: We got together 5,100 tons. Mr. Merchant: Sheet and roll? Mr. Varner: Sheet and roll. We submitted this to the manufacturers.

Mr. Merchant: Have you tried the various manufacturers? And jobbers? Mr. Varner: Yes, sir. I first tried the manufacturers and all the replies from the manufacturers read practically alike. The same man would dictate all the letters.

Mr. Walsh: Have you copies of those letters? Mr. Varner: Not right here. Mr. Walsh: What was the general result of them? Mr. Varner: The result was that the replies said, in substance, that their output for 1917 had already been contracted for and that they were sorry they could not quote him on any amount of paper. Mr. Merchant: Did you try any jobbers? Mr. Varner: Then I proceeded to try the jobbers in the same way. I found that the jobbers said, of course, that paper was scarce, but that they had a few cars on the way; that they could sell him from 6 cents to 9⅛ cents per pound f. o. b. mills.

Mr. Merchant: All the sizes that you wanted? Mr. Varner: No, not all sizes. The only quotation, I believe, that I got from the jobbers was on flat paper. Mr. Walsh: Those requirements for 1917? Mr. Varner: Yes, sir. Mr. Walsh: Were your requirements more or less in 1917 than in 1916? Mr. Varner: Last year we cut it down to as little as we could.

Mr. Walsh: How much will you say? Mr. Varner: I do not know, because I do not know exactly how much we used in 1916. It reminds you very much, if any of you gentlemen have ever been in a dry town and want to get a drink of whiskey. A fellow could direct you where you could get a drink, but he would have to be very quiet about it. You can always get a car, but it would cost a tremendous price, such as you could not afford to pay, seven and a half or nine cents a pound.

Mr. Walsh: We are glad to know what the situation in North Carolina is in that respect.

### Wipes Out All Earnings

Mr. Varner: I want to tell you further, that as to the increased cost of paper, one of our largest papers in the State has estimated that it would cost him $59,000 more for paper in 1917 than it did in 1916. Now that paper is one that has never made $30,000 a year in any year of its history. That is the same condition as exists very often in North Carolina. If these conditions persist there will be a deficit in every newspaper office in the State, and, in fact, in every newspaper office in the nation, unless that office happens to own a mill. It means starvation. It means the destruction of the industry.

Mr. Hoover: The matter of the ability to get contracts will be discussed later today, will it? Mr. Walsh: Yes.

Mr. Ansberry: In stating these prices, did you refer to prices that had been quoted to you by jobbers when you said they would put you out of business?

Mr. Varner: Oh, yes, jobbers, because the mill men say they have already contracted with the publishers for all paper they could consume, and then could not give them enough to do business on.

Mr. Ansberry: What mill man wrote such a letter to you? Mr. Varner: They have all written it.

### Letters Filed at Department of Justice

Mr. Ansberry: Name one of them. Mr. Varner: The International. Mr. Ansberry: Using their letterhead?

Mr. Varner: Those letters are in the hands of the Department of Justice: I filed a complaint this morning. (Laughter.)

Mr. Ansberry: Would you mind, Mr. Varner, asking the Department of Justice, or whoever is the present custodian of a letter written by the International Paper Company stating to you that they had already contracted for the 1917 supply of paper—would you mind bringing that over here if you can get it? Mr. Varner: You mean getting it from them? There is no trouble about getting it. Mr. Ansberry: I asked if you would get it. Mr. Varner: I have no objection to doing it, and, further, the International said this: they said they were 2,000 tons short per month. In other words, in furnishing supply.

Mr. Ansberry: As I understand it, you made a statement that the International Paper Company, and every other paper company that cared to answer your letter, said they had already contracted for the 1917 supply—contracted up to their ability to fill the contract? Mr. Varner: Yes, sir. Mr. Ansberry: Is that substantially correct? Mr. Varner: Yes, sir. Mr. Ansberry: With publishers? Mr. Varner: Yes, sir. Mr. Ansberry: Now I would like to see those letters if you can get them. Mr. Hoover: I would like to be supplied with them also. (Laughter.)

## VARNER EXPLODES A MINE

### Tells Commission of Complaint Filed with Attorney General

Mr. Varner: There is no trouble about getting those letters. Mr. Walsh: I suggest that you can perhaps get copies of those letters from the International Paper Company.

Mr. Varner: I say you can get them, but I have copies of them. Mr. Ansberry: I suggest, Mr. Walsh, that I do not know of any tribunal in the world where you can come in and testify as to the contents of a letter.

Mr. Walsh: I do not understand that this is a trial, Mr. Ansberry. But it is a tribunal. It is a tribunal to determine a question. Mr. Walsh: We will get them for you.

Mr. Ansberry: You can easily appreciate that the International Paper Company does not carry all the correspondence wherever it goes, and the Department of Justice would probably object to giving me anything. Mr. Varner: I do not think so. Mr. Ansberry: Now you said you also had knowledge of a paper making a contract with the International Paper Company for $3.25 for 1917. Mr. Varner: Yes, sir. Mr. Ansberry: Do you

mind stating what paper? Mr. Varner: I would prefer not stating it, because I do not want to embarrass any paper.

Commissioner Davis: You are entirely privileged.

### Fears Discrimination

Mr. Varner: I will say that in my negotiations with paper mills and jobbers, I have refrained from using the name of any paper, because I thought in all probability they would decide to cut some fellow's head off, and if they wanted to cut anybody's head off, they would not cut anybody's but mine. I am informed that there is a certain gentleman in this country who has been very active in this fight and has been unable to get quotations on a single pound of paper since August 1, because in all probability, he thinks, he testified before this Committee. Mr. Ansberry: I suggest, as I suggested before, that you cannot convict anybody or have any set of facts proven on that sort of testimony. I do not say you do not believe it, or you do not have it. Mr. Varner: I have it.

Commissioner Davis: I would suggest that you give the Commission the name of that company for its confidential files, and the Commission will protect you. Mr. Varner: Do you mean the name of the paper?

Commissioner Davis: The name of the man who has not been able to get any paper. If that condition exists, the Commission would like to know it and have it in its files. Mr. Varner: I will do that with his consent. He is here today, and I expect I will have to report to you myself before many months.

Mr. Ansberry: I suggest also that Mr. Varner advise the Commission of any such contracts made with the International Paper Company for 1917. Mr. Varner: I will do that if you want it, but I do not care to expose him to these gentlemen, because I congratulated him on making a contract at any price.

The Chairman: That part of it is all right. We want the facts.

Mr. Ansberry: I of course do not object to having testimony of this character, except that we dispute the fact, and then we would like to have it brought here if it is possible to do so. We realize that they do not carry their letters around, and we do not. (Mr. Varner was thereupon excused.)

Mr. Walsh: Does any other gentleman desire to submit any data with reference to the current price before we adjourn for luncheon?

Mr. Ansberry: I suggest to my friend that he also bring in his letters, whatever letters he has.

Mr. Hoover: I will say for your benefit, Mr. Ansberry, that we, I guess in the latter part of August, filed with the Federal Trade Commission, a letter from the International Paper Company saying they could not supply one of our papers with paper. Mr. Ansberry: That is an entirely different proposition, of course. Mr. Hoover: Altho they said here that they could supply paper.

Mr. Ansberry: You must remember that my question was directed to the question of whether or not the International Paper Company, or any other paper company, had stated that they had already contracted for their 1917 supply. That was my question.

Mr. Hoover: If such letters are available and we have them, I will produce them.

Mr. Ansberry: I understand, as you do, that last August they were not taking any contracts. Mr. Hoover: I am speaking of the present proposition for 1917. There might be letters that are obtainable. Mr. Ansberry: I will make every effort to get them here also.

Mr. Walsh: Is there any other gentleman who has any data to present with reference to current prices?

## TALKS FOR NEW YORK AND JERSEY

### E. H. Tomlinson Tells of Open-Market Exactions Faced by Small Publishers

Mr. Tomlinson: My name is E. H. Tomlinson, publisher of the Morristown (N. J.) Record; I also represent the New York Editorial Association and also the New Jersey Press Association.

Mr. Walsh: What does the National Editorial Association consist of? Mr. Tomlinson: As stated by Mr. Hosmer, the smaller papers of the country, and representing them, I want to emphasize the discrepancy between the price we pay, as a result of my investigation, and the price that other papers have to pay, a discrepancy which did not exist before what has been termed here as "the flurry."

Mr. Walsh: Between what particular classes of papers does this discrepancy occur, Mr. Tomlinson: Mostly, but not entirely, between those that have to buy of jobbers and those that buy of the mills.

Mr. Merchant: You say those that have to buy of jobbers. Do you mind carrying that out a little? Mr. Tomlinson: Because their quantity of purchases is so small that it would be difficult for them to get contracts with the mills and to carry them out, and their deliveries are mainly monthly deliveries from a few hundreds of pounds up. Of course, there are various grades of them.

Mr. Merchant: Those deliveries are not from the mill to the publishers? Mr. Tomlinson: The jobbers may have them sent direct, but not necessarily. There may be some in one way and some in another. That is the result of my investigation, that those papers are paying from 5.75 to 10 cents. Mr. Merchant: At the present time? Mr. Tomlinson: At the present time . Those papers which buy of the mills are now being offered, so far as I understand all of them, for the next year, paper at from 2.70 to 4 cents.

Mr. Merchant: Are those for renewals or contracts?

Mr. Tomlinson: There are very few papers—not necessarily. I have known of some papers that have been thrown out by their mills changing—that have been taken care of by other mills.

Mr. Walsh: What do you mean by mills changing?

Mr. Tomlinson: They are changing from print paper to other paper. These smaller papers represent nearly 80 per cent of the papers of the country, and yet the amount they use is only, we have estimated, 50,000 tons, practically no more than one or two of the larger papers. Previously, on flat paper, they have paid up to more than one cent a pound more than the mill price to the larger papers. These discrepancies now, as I have shown, are on an average around, say, 3 to 4 cents for the mill price now, while the others have to pay from 6 to 10. I have a letter from a publisher in Texas, who says: "I am paying about 8 cents. I want a carload, and I do not know where I can get any more."

### Restricting Tonnage Allotments

Then, also as a result of our investigation, we find a great many papers that have been offered contracts for next year and have been offered them for amounts less than any possible amount they can get thru on if they have any enterprise and wish to enlarge their business and will necessitate their buying in the open market, which, at the present time, means an advance to them from anywhere to 2 to 3 cents above the contract price, and there is no apparent hope but what the price next year in the open market will be at least that much or more, so that nearly every publisher seems to be faced with the necessity of going upon the open market and

making some purchases. I am speaking of other cases; not my own case. I do not expect to have to.

Mr. Merchant: In cases where contracts have been made for a portion of the following year's supply, leaving some to be purchased in the open market, do you know what reasons were given for curtailing the quantity contracted for? Mr. Tomlinson: Various reasons, I think, have been given—an assumed shortage, for one thing. But that has this peculiarity, that the shortage in some cases is below the consumption of last year which was provided.

Mr. Ansberry: I do not believe I quite caught that last statement exactly. Mr. Tomlinson: That the tonnage offered as being the extreme of what could be provided was less than was provided this year, and unless they do not expect to produce as much next year as they did this year, there would be no cause for reducing it below the quantity furnished us.

Mr. Merchant: Then I understand in renewing the contracts, the mills, in the particular cases which you cite, are refusing to furnish more than they furnished last year on contracts?

### Makes Competition Impossible

Mr. Tomlinson: In some cases, I know of, at any rate. They are not in my case. It is not a personal case. The matter of discrepancy in price is one that concerns the papers of the country even more than the large increase, because it puts one at a tremendous disadvantage with another. For instance, one paper in a town I heard of last night is paying 3.25 when a competitor is paying 6 cents.

Mr. Merchant: That is an old contract? Mr. Tomlinson. That is an old contract, but even at that it would make such a tremendous difference in the cost of those two papers in the same town that the one that is paying the highest price has got to suspend. He cannot compete with the paper that is getting it at 3.25, and not only that, but if it is not so in the same town the overshadowing town gets it at 3.25, and the person in the smaller town right outside gets it at from 6 to 12 cents, and he is forced out, and, as I say, the class of papers that are paying from 6 to 12 are at least 75 per cent of the papers of the country.

Mr. Merchant: That is in number? Mr. Tomlinson: In number, but the quantity is so small that it would seem to be very practicable to take care of that if the desire were manifested without affecting materially what goes to the other papers, but there has been as yet no indication of any taking care of it. Just what the trouble is, I do not know, but apparently it is because no recognized jobber for these small papers have been taken care of by the mills. If there was a disposition to recognize bona fide jobbers, recognizing bona fide papers for bona fide use of paper, and having the same class of contract as the larger papers, it would seem to me that would be taken care of. It is also the result of our investigation that the proposed scheme of coöperative buying has been taken up; that those papers, either now or in the past, to some extent have gone back five years, and they have met with no reception, no satisfactory reception, so that the solution is not in evidence yet, altho I believe the Trade Commission proposes that as a solution. It does not seem to work out.

Mr. Ansberry: You mean they have met with no recognition from the jobbers and manufacturers?

Mr. Tomlinson: I understand that neither the manufacturers nor the jobbers have at any time looked with apparent favor on the coöperative buying. I think letters can be produced that would make it unnecessary for me to say anything further on the subject.

Mr. Ansberry: Of course, you recognize a good many reasons why the manufacturer or jobber would not want to deal with an association? Mr. Tomlinson: I only want to find some way by which these smaller papers can have justice and not have to pay from 4 to 5 cents more than I have to pay myself. I do not think it is a square deal.

### Discrimination Indefensible

Mr. Ansberry: I absolutely agree with you and I think my clients agree with you, that the increased cost for the little papers as compared with the big ones is way out of reason and out of proportion, and I want to say here and now, that I do not represent any jobbers of paper; that the News Print Manufacturers' Association has no jobbers, and does not represent them, and never proposes to, and as far as I know, I do not know whether they have been invited to come here or not, and it strikes me that some who are here should explain these things. We cannot attempt to explain these things.

Mr. Walsh: Do you say in this statement that you do not sell thru jobbers? Mr. Ansberry: No, we sell to jobbers, however. Mr. Tomlinson: At the contract price. Mr. Ansberry: Because they have money and we want to deal with them, of course. Mr. Walsh: That comes under the other topic.

Mr. Ansberry: Yes, but he asked me the question. I suggest that we now adjourn until 2:30 o'clock, and that will enable me to have an opportunity of going over this matter briefly with my clients. We will be here at 2:30 o'clock. We would, of course, like to have more time. The Chairman: Suppose we make it three o'clock. Accordingly the hearing was adjourned until three P. M.

Mr. Walsh: Is there any other gentleman here who represents any manufacturing concern or manager of a newspaper who did not enter his appearance? If so, we would be glad if he would enter it now. We would be glad to have any such rise and announce their presence here. Apparently there are none.

Having laid the foundation for this inquiry this morning as to current prices, it is intended now to receive such voluntary statements from manufacturers in reference to the present prices and the justification for such prices being made now, or intended to be made for the coming season, and we should like to have such voluntary statements from manufacturers as they may choose to make at this time.

George E. Hosmer, Chairman of the Legislative Committee of the National Editorial Association, represented directly a score or more States and other associations as follows: Arkansas Press Association; California Press Association; Colorado Editorial Association; Colorado Democratic Editorial Association; Republican Press Association of Colorado; Florida Press Association; Illinois Weekly Press Association; Southern Illinois Republican Press Association; Iowa Press Association; Kansas Editorial Association; Kentucky Press Association; Louisiana Press Association; Maine Press Association; Massachusetts Press Association; Michigan Press and Printers Federation; Western Michigan Press Association; Minnesota Editorial Association; Mississippi Press Association; Montana Press Association; Nebraska Press Association; Nevada Press Association; New Jersey Press Association; New Mexico Press Association; New York Associated Dailies; New York Press Association; Central New York Newspaper Publishers' Association; Ohio Associated Dailies; Oklahoma Press Association; Oregon Press Association; Oregon Daily Newspaper Publish-

ers' Association; South Daokta Press Association; Tennessee Press Association; Texas Press Association; Virginia Press Association; Utah Press Association; Wisconsin Press Association, and Wyoming Press Association.

Mr. Hosmer was ably assisted by President Tomlinson, J. Raymond Hoover, attorney of the N. E. A. at Washington, D. C., and others.

H. B. Varner, Lexington, N. C., represented North Carolina Press Association; J. H. Zerbey, Pottsville, Pa., representing Pennsylvania Publishers; Arthur W. Dunn, 2332 Massachusetts Avenue, Washington, D. C., representing the American Press Association; E. H. Baker, Cleveland, O., representing American Newspaper Publishers Association; Ernest G. Smith, Times-Leader, Wilkes-Barre, Pa. representing Wilkes-Barre Publishers Association Pennsylvania Publishers Asociation; H. J. Blanton, Paris, Mo., representing Missouri Press Association; George W. Marble, Fort Scott, Kansas, representing Kansas Daily League; G. E. Hosmer, chairman Legislative Committee, National Editorial Association. A large number of daily publications had personal representatives in attendance and there were additional representatives from numerous other newspaper organizations. A large number of paper manufacturers were represented and many jobbers were present in person.

At the session of the Commission on Saturday, Dec. 16, J. Boyd Potter, New York attorney for the News Print Manufacturers' Association, read a resolution adopted at the meeting of the manufacturers in New York the day previous, which was to the effect that a committee of nine be appointed to represent the manufacturers at the hearing before the Commission.

Mr. Frank P. Glass, chairman of the Paper committee of the American Newspaper Publishers Association, read the resolution adopted the day before by the forty publishers' organizations to the effect that their interests were mutual, and in presenting their views to the Federal Trade Commission they would make it clear that their aims were indentical, in so far as the news print situation is concerned, and earnestly inviting the coöperation of the Commission in effecting with the manufacturers an adequate news print tonnage at fair prices. Forty publishers' associations and press organizations agreed to the resolution read by Mr. Glass.

J. H. Zerbey presented a memorandum respecting the distribution and price of news print, looking to a working arrangement to be participated in by the news print manufacturers, jobbers, and consumers, the underlying motives of which were to secure an adequate distribution and a price that should not exceed what shall be determined to be reasonable and just. Among other things, it was stated that no class of publishers should receive more paper than they are equitably entitled to, the basis to be that of 1915 consumption.

Present stocks on hand or in transit, memorandum stated, should be taken into consideration in making future distribution in obtaining his future supply. The terms or existing contracts to be either abrogated in full by both contracting parties or to be continued with the understanding that if the contracts be continued the quantity prescribed therein shall not be exceeded by the seller and that the buyer shall not be entitled to participate in the distribution under the proposed arrangement.

The crucial purpose of arrangement being to take care of those who are not now under contract for a supply of news print. In the event of the agreement becoming total (100 per cent of each of three signatory parties), due allowance to be permitted for the use and distribution of news print not used in the publication of newspapers. Regarding the price, it was stipulated that it must be reasonable, the question of reasonableness to be determined by the signatory parties to the arrangement, and in the event of disagreement, to be subject to arbitration in the usual way or to the determination of the Commission, with the further stipulation that prices may be revised from time to time. Paper to be paid for cash on delivery or subject to sight draft, bill of lading attached, the quality of the paper to be the same as furnished by the mills in 1915.

Mr. Glass then read the statement prepared by the executive committee of the American Newspaper Publishers Association, in part, as follows:

### The A. N. P. A. Resolution

"We look with great favor upon any steps directed to an elimination of the causes of the present conditions of the news print market and stand distinctly committed to the principles of coöperation. It follows that we are heartily in accord with any practical suggestion that may tend to relieve the present distress of both those who are confronted with the disaster of being unable to obtain any print paper at all, and of those who are compelled to pay an extortionate price for what they may obtain. Anticipating the present condition, very material economies have been effected by consumers, so great that many publishers are continuing publication at a very considerable loss of business, because the white paper supply has been much less than actual need. The Federal Trade Comm ission may depend on the support of the committee, in so far as it has power to coöperate in any feasible plan, but it draws attention to the fact that the association it represents, like most other associations, is composed of publishers who have contracts at abnormal prices and publisers who are without either contracts for a supply or ability to locate a supply at any price within their reach. When the manufacturers asserted early in 1916 that consumption was exceeding production, many publishers undertook to reudce their consumption by reducting the number of pages printed, by cutting off free papers, exchanges, returns, and in many other ways. They cut down their requirements in some cases as much as 25 or 30 per cent; on a conservative estimate, about 50,000 tons in the past six months. All these efforts on the part of publishers failed to bring relief, for it appears that as fast as newspapers have reduced their requirements, the output of the mills has been cut down by transferring machines from news print to other grades of papers. While manufacturers have declared themselves unable to supply the needs of larger newspapers for extra tonnage, or the wants of smaller publications, some manufacturers have all the time supplied jobbers with stock sufficient to meet all requirements, and have permitted these jobbers to demand extravagant prices for all paper sold by them. During the past year publishers have submitted without serious protest to the practice of economies by manufacturers that have resulted in marked deterioration in the quality, strength, color, and finish of the paper supplied, resulting in an advantage to the manufacturers of from $3 to $5 a ton in the cost of making, and a material loss to publishers in increased paper waste and serious loss of time in press-room. We feel constrained to urge the Federal Trade Commission to use its good offices to induce news print manufacturers to confine their efforts to supply the legitimate needs of newspaper publishers—their normal consumers—rather than to diverting abnormal tonnage to temporary channels. It is the opinion of paper consumers generally that there exists some manner of control of paper prices and distribution. Many

publishers feel that the publicity of complaint on their part will jeopardize their supply of paper, and it is earnestly desired that the investigation to fix the responsibility for this condition be hastened."

Mr. Mead asked the percentage of representation of the Publishers, in terms of tonnage or in proportion to the total consumption of the country.

Mr. Palmer stated that there was no estimate of the tonnage represented in the meeting of the publishers.

Mr. Mead stated that at the meeting of the manufacturers, held the day previous the representation was very close to 80 per cent, which included the United States and Canada.

Ernest G. Smith, representing the Pennsylvania publishers, said that according to the reports submitted to the affiliated publishers who had caucussed together, it was found that the membership, in numbers, also represented about 80 per cent of the publishers of the United States. The tonnage represented in the meeting had not been calculated, it being deemed more important to show the percentage of representation of the publishers. It would be a difficult thing, he said, to figure the tonnage of the smaller publishers.

### Statement from the Jobbers

Mr. Ridgway, representing the jobbers, took exception to the statements relative to the jobbers, made by Mr. Glass. It is not true, he declared, that the jobber has been able to obtain, in the past six months the amount of news print which he has distributed in the past. His supply, he said, had been cut down the same as other consumers of paper. The jobber is today obtaining no greater margin of profit and percentage than he did two years ago. He is ready and willing to continue to supply paper on the same margin of profit that he has been doing for the past ten or fifteen years.

One of the greatest causes for the whole trouble, he said, is the fact that publishers have become panic stricken. They have started out when not able to get the paper they wanted to seek new sources of supply. For every one that has sent out from ten to twenty letters asking quotations there have been thousands of publishers doing the same thing until the apparent shortage has been increased to such a point that every one believes it is going to be utterly impossible to obtain paper during the next year. He said that as far as he had been able to find out no customer of any jobber house has gone out of business or been crippled for lack of paper. The jobber, he said, has obtained paper at 2 or 3 cents higher than the contracts which he has with small publishers, and has, in many cases, lost money. He gave it as his opinion that small publishers would be able to get a paper supply for the next year.

The question of price, he declared, is not controlled by the jobber, who has not made excessive profits, and is willing to continue to distribute to the small publisher at the same margin of profit he has obtained in the past. There is some shortage, but it is not as big or serious as publishers think, he stated.

Here Mr. Glass read a telegram he had received from a newspaper manager, omitting the publisher's name, as follows:

"I received on the 12th inst., from the Chicago office of a certain broker (whose name is mentioned here) an offer of a five-year contract for all the tonnage I asked for for 1917 on a basic price of $3.10 at the mill, with the condition that the price be fixed each year on the cost of labor, coal, weed, sulphite, and so forth. From the New York office of the same company I today received a letter of the same date saying that they could supply me no more paper, or at least none before next June. What would you advise? I have paper and have sufficient for several months."

Replying Mr. Ridgway stated that the committee representing the jobbers does not represent the brokerage element, which has some part in the news-print distribution of the country, and disclaimed any responsibility for the telegram.

Chairman Davies then outlined the position of the Federal Trade Commission and the part it was taking in the hearing, as follows:

### Commission May Fix Responsibility

"I think that it should be clearly understood that the attitude of the Federal Trade Commission in this matter is this: That the original investigation will proceed and will be concluded, and that this development will not in any manner prevent the conclusion of the investigation. It is a develpoment that perhaps will relieve the immediate situation, and will bring some relief in a practical way, we hope. If it is possible, the Federal Trade Commission desires to bring that about. If it is impossible to do so, and if the responsibility attaches to any group or groups, and the hardships should continue for any length of time, I think the Federal Trade Commission is in a position to place that responsibility where it belongs."

The hearing then adjourned, the subsequent meetings with the representatives of the publishers and manufacturers with the Commission, to be executive.

Monday, December 18, an announcement was made by the Commission that an appeal must be made to every newspaper publisher in the country not represented by the different committees, for information as to the amount of paper each will require for the coming year, by six months' periods. The Commission is endeavoring to determine whether the present shortage is real or the result of a panic among publishers, as declared by the jobbing and manufacturing interests. Representatives of the smaller groups told the Commission on Monday that some publishers who had been able to get paper in the past cannot obtain a supply now. These newspaper organizations are those of Missouri, Pennsylvania, North Carolina, Colorado, and Kansas, whose requirements amout to about 40,000 tons yearly. That there is a general disposition to cut down consumption was stated by the Commission, which issued the following statement Monday evening:

### The Commission's Statement

"The Federal Trade Commission considered the news print situation today in conference, at which were represented the committees of the News Print Manufacturers' Association, the American Publishers' Association, other publishers' associations, and Jobbers' Association. It was found that certain essential information concerning supply and demand could be obtained only thru further inquiry.

"It was therefore decided that the several committees should be requested to send telegrams to the companies and individuals they represented, requesting certain facts. The committee representing the news print manufacturers was requested to secure information as to the amount of paper on hand and contracts for 1917; also information as to supplies to customers in six months' periods for the years 1915 and 1916. The committee representing the jobbers' association was requested to furnish information as to tonnage delivered to them by mills during the same periods; also tonnage promised them by mills for the first six months of 1917. The several publishers' associations were requested to furnish informa-

tion as to tonnage used in six months' periods in 1915 and 1916, minimum quantity of paper required by each publisher in 1917, and tonnage contracted for in 1917.

"Each of the committees immediately dispatched telegrams to their several members asking for the above information. The Commission finds, however, that many publishers, and particularly the smaller publishers of the country, are not affiliated with associations, and therefore will not be directly reached thru the telegrams sent out by the publishers' committees. Such publishers are requested by the Commission to send full information concerning their present situation as to supply and their minimum requirements for next year direct to the office of the Commission in Washington. Answers to the requests of the several committees will be sent to such committees as directed in the telegrams.

"The Commission states that this information is necessary in order that it may reach a conclusion as to the practicability of the proposed plan for an equitable distribution of the supply of news print paper which was proposed at the hearing held on Saturday."

The following telegram was sent to members of the American Newsaper Publishers Association Monday night by L. B. Palmer, manager of that organization:

"Answers to the following questions are earnestly desired by the Federal Trade Commission. The executive committee of the committee on paper urge you to reply fully and correctly by wire, and believe that your compliance with this request will be in your own interest as well as that of the public.

"First, tonnage of paper used by six months' periods, January 1, 1915, to December 31, 1916; second, tonnage you want to contract for in 1917; third, tonnage you can get along on for 1917; fourth, tonnage contracted for 1917, or any part thereof, with date of expiration of contract; fifth, tonnage assured or promised, but not under contract for 1917 or any part thereof, with date of expiration of said assurance."

### Department of Justice May Investigate

It was the opinion of the publishers' representatives Tuesday that the present investigation, so far as the anti-Trust feature of the situation is concerned, should be shifted to the Department of Justice, and that arrangements are now being made, with that end in view. The most important evidence, it is said, as proof of conspiracy in restraint of trade on the part of the mill men, is that an agreement has been made and now exists whereby no manufacturer will bid for the business of any customer of another news print manufacturer. In other words, the publishers allege an agreement that eliminates competition. They charge that no publisher can obtain a bid from any manufacturer other than the one with whom he now has contracts. The report of the Federal Trade Commission, so far made public, in the form of tables showing costs of raw materials and manufacture during the first six months of 1916, shows that the cost during that period was about the same, or slightly below the cost for all of 1915. The publishers are prepared to show the Attorney-General that prices are from 50 to 200 per cent higher than they have paid in the past, while newspaper men who have objected and have antagonized the paper makers now find themselves unable to obtain a supply of news print for their needs, while 200 newspapers have been forced to suspend. Those who have protested have been advised by the manufacturers to pass the increased cost on to the consumer by raising the subscription price, and publishers of Buffalo, Minneapolis, St. Louis, Pittsburgh, and many other points have been forced to raise the price of their papers. Manufacturers, the publishers will explain to the Attorney-General, who cannot show an increase of more than $3 a ton in the cost of making news print, have raised the price about $22 a ton at the mill, compelling the publishers to pay in addition the cost of freight, storage, and cartage, which the manufacturer formerly paid and included in the price. Manufacturers will show the Attorney-General, in order to prevent the supply from increasing, have turned machines from news print to kraft, book, wall, and other grades of paper.

The Federal Trade Commission will soon be able to fix the responsibility for the present shortage and price, as it sees it. The Federal Trade Commission announced Tuesday night that it cannot proceed with its plans to secure an equitable distribution of news print among all of the newspapers, unless it can get fuller information as to conditions that exist at the present time.

Thursday the Federal Trade Commission received a large number of replies from newspapers as to their 1917 news print requirements. The information received is to the effect that publishers are asking for as much paper for next year as they will have used in this.

Exports of paper and paper manufactures this year will reach $40,000,000 twice the amount sent overseas in any previous twelve months, according to figures issued by the Bureau of Foreign and Domestic Commerce. Increasing exports, some publishers have stated, is one of the reasons for the advance in the price of news print. News print exports this year have amounted to $3,430,000, compared with $2,260,900 for 1915, about half of the amount going to South America. Argentina was the largest purchaser, Cuba second, Australia third, and the United Kingdom fourth.

Members of the Federal Trade Commission stated today that it would take about one week more to receive all the replies to the inquiries sent out, and when the answers are all in, manufacturers, jobbers, and publishers will be called for a final conference to discuss a plan of distribution proposed by the manufacturers to insure to the smaller newspapers an adequate supply of news print for 1917. It was the opinion of publishers on Thursday that the plan of the Commission to relieve the shortage would not meet with success.

## A STUDY OF PRESENT CONDITIONS IN THE PAPER MAKING INDUSTRY

### Logan A. McPherson in the New York Sun Discusses Causes of the Abnormal Prices Now Prevailing in the World Market

The inscriptions carved on stone and painted on wall of the ancient world were seen by pilgrim to monument, temple and tomb. When the Egyptians pieced together the inner sheaths of papyrus plants there was a medium on which inscription by hand could be transferred from one person to another, from one place to another. When skin of animal was scraped and drawn into parchment there was a medium on which the lines of the mediæval limner did not fade. Impression on wax that hardened into tablet and on clay that hardened into tile preceded printing from type. Our children are taught in the schools how this invention of printing has promoted the diffusion of intelligence, but seldom is there reference to the part taken by paper. The multiplication of the same arrangement of words demands not only type for their impression but paper to receive the impression.

When fibrous material of linen and cotton was reduced to pulp from which was eliminated all except the pure

fibre that was made into paper, there was obtained a medium that enabled the indefinte multiplication and wide dissemination of printed expression, of engraving and etching. Linen rags and then cotton rags composed almost entirely of pure fibre were similarly reduced to pulp and made into paper. From fibre of plant and cast off garments continues to be made paper of the highest grades, that used for bank notes, for books of account, for certificates, for the finer editions of books and for correspondence of the fastidious. This paper when it has served its purpose may be repulped and made into paper again and again. The cast off clothing of one generation thru this metamorphosis may reappear in paper that serves the next.

The serviceability of paper was extended when it was found that it could be made directly from wood. The spruce tree, after the bark has been stripped off, has the peculiar qualities that adapt it for reduction to pulp and the transformation of the residual fibre into print paper.

It was in the third quarter of the nineteenth century that this wood came into extensive use as the basic material for print paper. In New England and the Adirondacks are forests of spruce and waterfalls which afford the least expensive power for running the machinery of the mills, and an adequate and accessible supply of water for the vats and tanks used in the manufacture. In this region are the mills wherein is made by far the greater part of the printing paper used in the United States. The patents for manufacture of paper from wood pulp expired about 1880. Then the cheapened processes became available to any one who would start a paper mill, and the number of mills increased. The rising supply and the falling price of paper led to the finding new ways for its utilization. There ensued the era of the popular magazine, the voluminous Sunday newspaper and the publication of multitudinous books. All that pertains to bookkeeping, the use of blank books, blank forms and index cards for memoranda, reports and records in factory, store, office and library, the tickets, waybills, bank checks, and other indispensable paraphernalia of our modern civilization have augmented the consumption of paper.

And so, also, as straw, jute and other substances of rough fibre were wrought into paper by cheapened process there was the multiplication of paper boxes, paper napkins, paper containers for ice cream and eggs, candy and crackers. From mansion to cottage the walls of millions of houses were adorned with wall paper. Paper was inserted within the walls and under carpets to deaden sound. Foodstuffs and drugs that formerly were scooped out of box and barrel and weighed by druggist and grocer now come in packages of pasteboard with ornate paper labels. It seemed for a time that the iron age was at once to be succeded by the paper age, for even the wheels of railroad cars were made of strong paper compressed by the mighty hydraulic presses. There was the prediction that paper would widely supersede both wood and metal in construction, as well as silk and wool, cotton and linen for clothing. Altho this prediction has not come to pass, the use of paper has extended in ways useful and fantastic. It may be that in time it will enter more largely into our clothing. Experiments in Germany have shown that it can be fashioned into soft and pliable material for garments.

Our grandfathers treasured the rectangular sheets of writing paper ruled with faint blue lines, and our grandmothers the brown wrappings of bundles. But this generation in this country until within recent months regarded the paper of daily use as of negligible cost and gave little care to its conservation. Wrapping paper lightly cast aside is more expensive to manufacture than print paper. This is because in order that it may have sufficient strength it requires a greater proportion of pulp made by cooking the wood with sulphite—what is commercially known as chemical pulp. The less expensive process of reducing wood to pulp is by grinding it with powerful machines into what is commercially known as wood pulp. Wood pulp gives body to paper, chemical pulp gives strength and finish. They are combined in proportions determined by the prospective use of the product.

The production of paper was stimulated until the supply far outstripped even the extending demand. There were too many mills; there was fierce competition and the prices went down. The very abundance of the material from which paper could be made was leading to the bankruptcy of paper manufacturers. Then there was the inevitable resort to combination with the attempt to regulate prices and adjust the supply to the markets. This attempt met with indifferent success. Two years ago the paper industry of this country was not profitable.

Then came the European war. The demand for paper began to soar and prices began to soar. But the demand did not come from the warring nations. There was a time when paper was used in gun wads for shotguns, but it does not enter into the ordnance and ammunition that is devastating the face of Europe today. Aside from the sonsiderable quantities of sanitary paper which is now part of the military commissariat, there has been no increased use by the belligerents.

The demand that has fallen upon the paper mills of this country has come from the nations that formerly obtained their supplies from countries now at war. The wood so far found suitable for transformation into paper grows in restricted areas that are few and far apart on the surface of this earth, and in but few countries have mills been erected for the more costly manufacture of paper from linen and cotton rags or directly from the plants. Indeed, a large portion of the rags converted into paper in the mills of the United States has for many years come from the ports of Italy, whose rag merchants absorb the cast off clothing of southern Europe.

For many decades the United States has manufactured paper in quantities vastly exceeding the output of other coutries, but its product has been principally for domestic consumption. Paper has been made in England, Germany, Norway, Sweden and Finland. Its manufacture has extended in Canada and there has been an increasing production in Japan. Of the mills of these countries virtually none are now available for supplying the needs of other lands except those of Scandinavia. The mills of Finland are closed. Of the 1,000 tons a day produced in Canada about 300 tons are used in that country, the remaining 700 tons going to England and the United States. Paper is not made in the neutral countries of Europe, in Central and South America, in Africa, in India, in China, in Australia or Australasia. Thus it is that the mills of the United States have been called upon to supply paper for use in other lands to an extent hitherto unknown. Needless to say, the manufacturers were unprepared. The supply they have been able to produce has been so inadequate to meet the combined domestic demand and foreign demand that prices have gone up by leaps and bounds, but even now the price of print paper is less than half that ruling before pulp was made from wood. The supply of chemical pulp made in the United States used to be supplemented by importations from Scandinavia. This source is now shut off, with the result that the limited supply of chemical pulp available in this country

has to be mixed in smaller proportions in making various grades of paper. Therefore, not only have prices risen, but the quality of some grades has deteriorated.

No longer is there the attempt to devise new ways for use of paper. Parsimony has succeeded prodigality in its consumption. Handkerchiefs that came from the department store folded in delicate tissue, enclosed in a dainty box with fine wrappings, are now delivered in a single wrapping of inferior paper. The newspaper publishers not long ago vied in giving their readers the greatest volume of paper and printing for a penny on weekdays and five cents on Sundays. Some of them are now increasing the price of the weekday issues and cutting down the Sunday editions. The publishers of the cheap magazines are resorting to minor economies and the publishers of books are more hesitant than ever in accepting the manuscripts of aspiring authors.

Not only has there been a lack of mills and machinery to meet the extraordinary demand, but there have not been obtainable workmen experienced and skilled in the processes of paper making in the number requisite for a radical increase in production. The capacity for tending the machines and directing the processes of bleaching, sizing, coloring, is acquired only thru prolonged training. The paper industry, moreover, in common with all other industries, has been unable to obtain in requisite number the men needed in the manual labor for which dexterity and a high degree of intelligence are not required. The migration to Europe after the beginning of the war, the cessation of immigration and the rising demand for labor in all lines of production has had its effect in preventing an expansion in the supply of paper in anything like proportion to the demand.

In this time of rising prices the paper manufacturers have had little trouble with the skilled workmen. Their wages have been increased time and again and during this period of most pressing demand a bonus is paid to them in addition to their wages. The difficulty is that there are not enough of them. Common laborers, however, are not only scarce, but impracticable, the dupes as ever of the agitator, who exploits their ignorance and their prejudices. The knowledge that he can obtain another job does not conduce to the acceptance of discipline or to putting forth the laborer's full energy.

## "NEWSPAPER" ENGLISH

### Including a Few Observations and a Style Sheet

By E. A. Little, 1126 Baldwin Ave., Detroit, Mich.

"Follow copy, even if it flies out of the window," is an ancient saying in all well-regulated printing offices. It is a rule that has withstood the wear and tear of countless years, and still flourishes. Of late years some doubt has come into the minds of many persons as to whether it is the best plan to follow its tenets at all times and on all occasions—we are one of the doubters.

If statistics on the subject were available, it is believed they would show that the man who uses his own judgment as regards following copy exactly is valued by the employer much more than the one who blindly reproduces every word—misspelled or badly used tho it may be. The first-named very likely is the more intelligent—a leader in his own little sphere. He refuses to follow copy when the copy plainly is wrong. When there is doubt, he "queries." Many times has a watchful compositor saved an advertiser money thru the discovery of a misstatement or a price which was not consistent with the accompanying material. We know of such compositors being promoted over the heads of the "followers."

On the other hand, the one who does obey the mandate as expressed in the opening sentence is apt to become a mechanical workman exclusively—"setting up" words but having no conception of their meaning. He absorbs no knowledge from his work.

It has been said that the work a compositor does is the equivalent of attending college. Certain it is that a conscientious workman will acquire knowledge of a diversified character—practically everything but mathematics and some will even get "takes" upon that subject.

But dimly related to our main subject are these remarks on "following copy." Most newspapers, however, allow their compositors wide latitude in this regard, tho they have a style sheet which governs the general practices of of the office.

Job offices as a rule have no well defined style. They allow the customer to fix his own style. Tho difficult to establish a uniform style for all patrons, still it could be adopted gradually and in time a standardization would be arrived at which would be of advantage to an immense number—proprietors, customers, workmen of every branch, and the general public.

Newspapers, as stated before, have a well-defined "style." It varies, somewhat, with the size of the town in which it is published. A careful study has developed these facts: The very small country weeklies are a bit lax in the matter of style. The big city dailies, tho standardized, cling to many mannerisms which should be, and are, obsolete. The papers in cities of, say, 10,000 to 400,000 population are most consistent group. They have developed a newspaper style which is natural, virile and American; it is founded on simplicity, good grammar and common sense.

"Newspaper" English is good English. This statement no doubt will be challenged; probably the editor of this publication will disagree with many of the typical practices in the handling of the king's English.

What right have we to lay down the law? No right at all. But we are a fair grammarian, we have been connected with many newspaper offices and job shops in various capacities, including "devil," compositor, linotype operator and machinist, foreman, reporter and editor; we have studied the best works on the subject to be gotten and we have discussed the question with leading authorities. In particular we give credit to the Rock Island (Ill.) Argus, the Waterloo (Iowa) Times-Tribune, the Wisconsin State Journal, the Detroit News, the University of Missouri.

In this article we have sought to answer, by rule or suggestion, many questions which arise frequently. We offer the whole for the consideration of all printers and publishers, believing it is to be a full and complete resume of the best practice in modern journalism.

Its adoption by the majority of printers will do much to raise the standard well above the average, and develop in the United States an "American" language, which should be a desired end, worthy of attainment.

Consider it well. Then adopt it!

#### Capitalization

GENERAL: Do not capitalize a word unless compelled to. Some illustrations will be found in the following rules, which are numbered for convenience.

1. Capitalize titles preceding names, as Chief of Police Jones, Mayor Smith. But lower-case titles when they follow names, as John Jones, chief of police; M. J. Allen, president of the association.

2. Capitalize the prominent words in the names of societies, clubs, companies, etc., in general, however, using lower-case in the last word; as, Venus Manufacturing company, State Suffrage association, Cosmopolitan club, Hudson river, Geneva lake, Washington avenue, Congress hotel; but when the names are reversed, capitalize freely; as, Lake Michigan, River Rouge, Hotel Congress. Many titles formerly capitalized have, by reason of their general character, been simplified by dropping the capitals; as, common council, interstate commerce commission, board of commerce, etc.

3. Capitalize college, university, school, etc., only when they form the beginning of the title; as, University of Chicago, School of Law. Do not capitalize when used as follows: Columbia university, Liggett school, Alma college.

4. Capitalize the names of religious bodies; as, Quaker, Baptist, Mormon, Methodist.

5. Capitalize the names of races and nationalities, except the negro; as, Italian, American, Indian.

6. Capitalize such terms as Old Glory, Union Jack, etc.

7. Capitalize the titles of newspaper and other periodicals, such as the Saturday Evening Post, the Outlook. Do not capitalize "the" except when referring to your own publication name.

8. Capitalize the necknames of baseball, football and other athletic teams; as, Detroit Tigers, Boston Braves, Chicago Cubs.

9. Capitalize epithets affixed to or standing for proper names; as, Alexander the Great, Carlos the Pretender.

10. Capitalize and quote the titles of books, plays, songs, poems, speeches, etc.; as, "The Scarlet Letter," "The Turmoil," "The Aim of Preparedness." *The* beginning a title must be capitalized and included in the quotation. The principal words in the title—including short verbs like *is, are*, etc., are to be capitalized, but prepositions, conjunctions and articles are capitalized only when they contain four or more letters.

11. Always capitalize the first word after the colon; thus: The following were elected: President, William Brown; vice presidennt, Charles White.

12. Capitalize king, kaiser, president when preceding the name; as, King George, Kaiser Wilhelm, President Wilson. Do not capitalize when used in a general way; as, the king of Spain, the president of the United States, the czar of Russia.

13. Capitalize adjectives derived from proper nouns, as English, Elizabethan, Germanic. Do not capitalize proper names and derivatives whose original significance has been lost thru long and common usage, such as india rubber, street arab, paris green, bohemian, utopia.

14. Capitalize the particles in French and German names when used without a Christian name preceding; as, Du Maurer, Von Mackensen. Use lower case when preceded by the name or title; as, George du Maurer, Field Marshal von Mackensen. Always captialize *Van* in Dutch names.

15. Capitalize Boy Scouts and Campfire Girls. (Probably these eventually will take lower-case.)

16. Do not capitalize president, vice president, or the title of the national cabinet officers except when they precede the name.

17. Do not capitalize *ex* or *former* preceding a title; as, former Senator Wilson, ex-Alderman Black.

18. Do not capitalize building, hall, house, hotel, theater, etc., when referring to some particular building or edifice; as, Lake park, Tuller hotel, Buhl block, Hughes building.

19. Do not capitalize the names of federal, state or municipal departments and bureaus; as, department of agriculture, state insurance department, street department.

20. Do not capitalize legislative, legal, political or other legislative bodies, either local, state or national; as, United States senate, house of representatives, British parliament, Kansas City court of appeals, Boone county circuit court, republican party, police court.

21. Do not captialize east, west, middle west and such terms. Do not capitalize sections of the state; as, northern Illinois. Also use it: Pacific coast.

22. Do not capitalize union, nation, republic, or the government, etc., when referring to the United States; do not capitalize adjectives derived from such names; as, national, governmental.

23. Capitalize, as a rule, the prominent words only in the names of holidays, as Fourth of July, Columbus day, Labor day. Notable events take capitals, usually tho civil war, declaration of independence, etc., have graduated into the lower-case class.

24. Do not capitalize such names as the allies, central empires (in the European war).

25. Do not capitalize senior, junior, sophomore, freshman.

26. Do not capitalize the seasons of the year.

27. Do not capitalize a. m. or p. m. except in headlines.

28. Do not capitalize *constitution*; nor statutes, acts, laws, etc.

29. Do not capitalize any word unless it imperatively necessary. Use a severe "down" style, and be consistent in its use. A style that is not followed consistenly is confusing alike to compositor and reader.

### Abbreviation

1. Abbreviate the names of states and territories, when used after the names of towns or cities, as follows:

| | | |
|---|---|---|
| Ala. | Mass. | P. I. (Philippine |
| Alaska | Md. | Islands) |
| Ariz. | Mich. | P. R. (Porto |
| Ark. | Minn. | Rico) |
| Cal. | Miss. | R. I. |
| Colo. | Mo. | S. C. |
| Conn. | Mont. | S. D. |
| D. C. | N. C. | Tenn. |
| Del. | N. D. | Texas |
| Fla. | Neb. | T. H. (Territory |
| Ga. | Nev. | of Hawaii) |
| Idaho | N. H. | Utah |
| Ill. | N. J. | Va. |
| Ind. | N. M. | Vt. |
| Iowa | N. Y. | Wash. |
| Kan. | Ohio | Wis. |
| Ky. | Okla. | W. Va. |
| La. | Ore. | Wyo. |
| Me. | Pa. | |

2. Abbreviate month in date lines; as, Chicago, Jan. 3. In all other cases spell out. Omit the state after Chicago in date lines. Never abbreviate May, June, July.

3. Spell out the names of the days. Write May 25, not May 25th. If the figures precede the name of the month observe these forms: Monday the 25th; on the 25th; the 25th of May. Avoid such forms whenever possible. Write 2d, 3d, not 2nd, 3rd.

4. Do not abbreviate the names of states when used alone.

5. Abbreviate Saint or Saints in proper names; as, St. Louis, St. Paul, SS. Peter and Paul's church, Sault Ste Marie.

6. Spell out Fort, Port and Mount in proper names; as, Port Huron, Mount Vernon, Fort Worth.

7. Abbreviate military and civic titles when preceding full name; as, Maj-Gen. J. H. Mitchell, Capt. A. L. Porter, Dr. C. F. Smith; but, Major-General Mitchell, Captain Porter, Doctor Smith. Hence, abbreviate the following when preceding full name:

| | |
|---|---|
| Gen. | Capt. |
| Lieut.-Gen. | Lieut. |
| Maj.-Gen. | Gov. |
| Brig.-Gen. | Lieut.-Gov. |
| Adjt.-Gen. | Prof. |
| Col. | Hon. |
| Liet.-Col. | Rev. |
| Maj. | Rt. Rev. |
| Sergt.-Maj. | Dr. |

8. Abbreviate Sr. and Jr. after nan es, with commas, on each side; as, "John Jones, Jr., also spoke."

9. Use & after a proper name in the titles of firms and corporations, including railroads; as, Smith & Brooks, Chicago & Great Western R. R.; abbreviate company in firm names when character & is used; as, Rockford Coal & Coke Co.; but Detroit Brass company. When title does not consist of proper names, use the long *and*; as, National Printing and Engraving company; lower-case company when used in firm names.

10. Abbreviate the names of political parties when used as follows in giving election returns: For Senator; Smith (Rep.), 4,555; Brown (Dem.), 3,784. Otherwise spell out, using lower-case.

11. Abbreviate *number* when followed by numerals; as, No. 10.

12. Abbreviate degrees used after name; as, A.B., A. M., Ph.D., LL.D., D.D., etc.

13. Use no abbreviations which are unintelligible to the average reader. Common abbreviations whose meanings are plain are W. C. T. U., Y. M. C. A., Y. W. C. A. Do not use C. C. for commercial club.

14. Never abbreviate proper names, as Geo., Jno., etc. But Tom and Dan may be used when they are real names, as is often the case.

15. Spell out United States, except in such connections as U. S. A., in addresses, James Brown, U. S. N., U. S. SS. Michigan.

16. Spell out percent. Use figures before it and no period after it.

17. Do not abbreviate street, avenue or boulevard, except in special cases, such as tables. Spell out railway and railroad.

18. Never use Xmas for Christmas.

19. Spell out senator and representative.

20. Spell out such titles as general, colonel, lieutenant. governor, president, superintendent, principal. Abbreviation in headlines is permitted.

21. Use etc., never &c.

## THE COLLECTION OF DELINQUENT SUBSCRIPTION ACCOUNTS

A paper read on October 26, 1916, at the convention of the Associated Business Papers, Inc., at the Hotel Astor, New York City. By Walter D. Gregory, Circulation Manager, David Williams Company.

EVER since the character of the subscription lists of periodicals has been measured by the yard-stick of the advertiser, instead of being left to the judgment of the publisher as in former years, the handling of delinquent subscription accounts has been one of the most important and highly perplexing problems that the publisher has had to face.

One of two things now must be done—either secure the renewal remittance within a specified time, or drop the subscriber from the list. The alternative of "carrying" the subscriber for a prolonged period has been entirely eliminated.

It formerly was our custom arbitrarily to drop subscribers who were in arrears for three months or thereabouts. We then depended entirely upon our own collection letters for renewal results. Naturally these letters grew stronger and stronger in tone or appeal, until the cordial spirit that I think should be present in every communication from the publisher was practically nil.

Altho The Iron Age renewals from this old method ran a little higher than 75% they have increased to 85% since we started keeping all of our own collection letters very cordial, and then letting any necessary pressure or loud-pedal work reach the delinquent subscribers from an outside source.

As you all know, this bare idea is not new and I had no difficulty in finding several ways to "get the money" from many of these delinquents. Nevertheless, it required considerable time, study and experiment to formulate a complete plan and to find someone capable on the outside who not only could get the money from our delinquents but who could and would gauge his efforts so that they would result in a large percentage of continuances. However, after we had accomplished all of this the delinquent proiblem ceased to be a source of worry in our office.

Quite a few of the details of our new method are somewhat novel. One of its strongest points is that while it secures the remittance in many cases, it very rarely disturbs the friendly feeling of the subscriber toward the publication. Some of the remittances reach us without comment, while others are accompanied with letters of apology or explanation.

This method has been used on The Iron Age, Hardware Age, Metal Worker, Plumber & Steam-Fitter and Building Age. These four papers have a diversified class of subscribers, including manufacturers, professional men, merchants, artisans, etc. What is effective with them should work satisfactorily for a publication in any field.

The following figures covering a recent twelve consecutive months' period will give you a comprehensive idea of what this method of handling accounts of delinquent subscribers means to the publishers of trade papers.

During the year in question, the number of delinquents that paid ranged from 42% to 61% and of these 60% to 81% continued. The percentage varied for different months and they also varied on the different papers.

As previously stated, these four papers of ours have a very diversified class of subscribers. Therefore, it seems to me that a composite picture of these percentages should represent the average of what any trade paper publisher ought to get from this method if he uses it to collect from his delinquents.

Such a picture shows that our combined result during this twelve months' period on the four papers was that 50% paid, and of these 66% continued. This means that out of every 1000 delinquents that were ready for the "discard," a total of 500 paid; and of these 500, 333 continued—in good standing.

It is an interesting fact that the delinquents from whom these results were secured, represented but 11% of the subscribers to our four papers. In the case of The Iron

Age the delinquent list was less than 3% of its total number of subscribers. I wish you would please bear closely in mind that these delinquents had received the full quota of our own collection letters, and that according to the old system their names were ready to be dropped from our lists.

Another very practical point in connection with this collection method, is that during the eleven months ending with September, 1916, we collected from such delinquents $10,632.21. This is an average of $966.56 a month, or a total of $11,598.72 for one year. It strikes me that this is fairly strong evidence that I am right in my contention that a large percentage of delinquency really is due to nothing but carelessness on the part of the subscriber. The expense of our method is about 30% of the cash collected.

In our office we consider that the information in our papers is in reality a "service" rendered weekly to the subscriber by the publisher. If we should stop such service without instructions, it would, in many cases, result in serious commercial inconvenience or money loss to the subscriber. We have abundant reason for this belief, because of several experiences where we dropped subscribers who had been in arrears for a short time. Some of these subscribers went so far as to accuse us of being unwilling to extend credit to them for the small amount of the subscription price.

Under these existing conditions, I am sure you all will agree that the publisher is justified in "going the legitimate limit" to get delinquents to pay. We claim that the method we employ is used in the best interests of those subscribers who belong to the careless or forgetful class. I know that several of our former delinquents feel that way about it, because many who paid us thru this influence a year or so ago have since renewed in the regular manner.

It doesn't take an expert to drop a name from your subscription list, but it costs money and effort to get that name back or secure a new one to take its place. Apparently many publishers do not realize how a few names dropped today and a few more dropped next month, etc., etc., add up to big figures at the end of the year. Why, then, isn't it just plain good business to use every known legitimate method to get into good standing every subscriber on your list that you can possibly hold.

I look upon the subscribers to a trade paper, as members of one big family—each member striving for greater efficiency and more profit in his particular line. The unceasing efforts of the editors to help these subscribers is usually appreciated, and I often wonder how a circulation manager who has the right conception of the mission of a trade paper can be at peace with his own conscience unless he "fights to the last ditch" to retain every subscriber who he knows should profit by the use of his paper. Our circulation department is just as diligent in this matter, as is our advertising department in retaining the account of every advertiser.

It is impossible in the brief time allotted, for me to go into the intimate details of our method that is producing such unusually gratifying results. If any one is interested in hearing the whole story, I shall be glad to have him call at our office and see the method in actual operation.

In closing, I want to say with emphasis that our pleasure in receiving the $10,632.21 during the past eleven months from delinquent subscribers did not rest wholly with the money credit on our books in favor of the subscription department, nor was it entirely due to our being able to deposit in our bank this moderately large sum of money received from these delinquents. The greatest amount of the pleasure was derived from the fact that we had at last found a method of jarring loose from their carelessness a goodly number of delinquent subscribers who now are continuing to enjoy the helpful influence of both editorial and the advertising pages of our publications, and also that thereby we have been able to maintain without impairment the high advertising efficiency of all of our papers.

## PRACTICAL THOUGHTS ON THE PRINT PAPER SYMPOSIUM

Office of the Patriot,
Carrollton, Illinois.
Dec. 25, 1916.

Mr. B. B. Herbert, Editor National Printer-Journalist,

Dear Father Herbert:—On this Christmas day I send you glad greetings, and express the hope that you may live to enjoy many more of them, and to give to the readers of the National Printer-Journalist the garnered wisdom of your long lears of experience. Your Christmas number came in this morning, and I have just been looking over its pages. There are a number of things in it to lead a newspaper man's thoughts along the lines of better business methods and a higher conception of his calling.

I was especially interested in the symposium on the shortage of print paper. To be sure most of it shot away above the heads of us country editors, who seldom print more than eight-page editions, with perhaps a double number at Christmas time, and who, therefore, cannot be charged with the extravagant waste that is chargeable to the big fellows who print 60- or 80-page Sunday editions. But even we can gather some wisdom from that symposium and from your editorial on the paper situation. For instance, we ought to begin finding out (if we haven't already done so, as we should have done years ago) in just what portions of our papers the readers are most interested—what features get and hold subscribers. This with a view to eliminating such features as we have been spending money for without receiving any dividends therefrom. I wonder how many readers would notice the difference between a six-column quarto and a six-folio, if the latter gave the local news just a little more fully than the larger paper.

There is another point that may call for some careful consideration: Most of us have been educating our advertising patrons to use large space, and in the past few years they have been responding most nobly. Some of my exchanges carried as much as four pages of display for individual firms in their recent Christmas numbers. If we country publishers are to confine our editions to the mere "crumbs'" of paper supply that are to fall from the rich man's table" (the big metropolitan editions) during 1917, then we shall need to educate our advertisers to the use of smaller display and less extravagance of words—even if we have to raise our rates to do so.

Then, finally, there is one thing that makes me mad every time I think about it. The fact is disclosed that the price the big fellows are kicking about—$3.25 per 100 pounds—is right around what we country publishers were paying "before the war." Now, if we get any paper at all we must pay something like seven cents a pound for it. In this discrimination the rural publishers are placed in the humiliating position of those poverty stricken city tenement dwellers who are graciously permitted to have their winter fuel doled out to them by the basketful at a price many times that paid by the rich consumer.

If the National Editorial Association, the Illinois Press provides the opportunity. Are we to fight as individuals, with a certainty of losing, or as organized bodies, with a fair chance of winning? So far as I am informed, no action is being taken, no attempt to get together, and everybody is trusting to the good luck that the war will soon end and that this will bring an end to all our troubles.

The suggestion by one of the contributors to your symposium that the first step toward meeting the situation should be to make the circulation and cash register balance up, before any advance in prices is made meets my own ideas exactly. I have been making an active campaign in that direction for the past six months, and last week I announced that out-of-the-county subscribers will hereafter be required to pay strictly in advance. You may be interested in this announcement, and I enclose a clipping of it. As indicated, I am frankly telling my subscribers that it is the first aim to cut out the losses, and if that does not avail, then the subscription price must be raised.

I have mailed you copies of my two double Christmas numbers, with the feeling that possibly I ought to apologize for wasting so much nice white paper, that I am told I cannot now buy at any price, because paper of this quality is no longer made. I expect to continue printing just as handsome a paper, however, until some time next spring. The good Lord only knows what I'll do after that.

Yours truly,

CHAS. BRADSHAW.

**Acting on His Own Suggestions**

The following article from one of the October issues shows that Editor Bradshaw proposes to put his beliefs in practice and indicates how the numerous desirable ends may be reached by others:

**IT'S STILL $1.50**

**But Out-of-County Subs Must Pay in Advance and Papers Going Outside the County Will Be Stopped at Expiration After February 1**

After January 1, 1917, subscriptions to The Patriot from outside Greene county will be payable STRICTLY CASH IN ADVANCE, and papers going outside the county will be stopped at expiration. This rule, for the present, will not apply to subscribers living in the county.

Subscribers outside the county who are now in arrears will be given until February 1, 1917, to pay up and comply with the new rule.

This cash-in-advance rule for out-of-the-county subscribers is adopted to protect the publisher from losses that accrue through the carelessness of delinquents. Too often we receive notice from a distant postoffice in regard to some long delinquent subscriber—"Removed and left no address." The percentage of dishonest subscribers is very small, but the percentage of careless ones is large enough to represent a considerable loss every year. When the cost of materials entering into the production of a newspaper was less than half the present prices these losses were not so noticeable, but with the vastly increased cost of publishing The Patriot we must either eliminate these losses or increase the subscription price.

It may become necessary before many months to raise the price to $2.00 a year—as many papers are already doing—but we think it unfair to make the paying subscribers pay for the papers taken by non-paying subscribers. Hence, the first move is to cut the losses.

Last summer, when the paper situation first became acute, we cut off a number of subscribers who had become more than a year in arrears and from whom we could get no response to repeated bills and notices. Evidently these delinquents considered the account closed when the paper stopped, for they still remained as silent as before. The publisher, however, thought differently, and after waiting more than a reasonable length of time he placed the accounts for collection. About two-thirds of the accounts have now been paid—some of the remittances being accompanied, we are sorry to say, by sarcastic notes that, under the circumstances, were entirely uncalled for. We confidently expect that the ultimate returns from this bunch of careless delinquents will pay for a ton of paper, even at the present high price.

Another reason for making the cash in advance rule for out of the county subscribers: A change will undoubtedly be made in newspaper postage rates at the present session of Congress, and this change will compel us to pay from three to six times the present postage on papers going to distant points. Newspapers are carried free inside the county, and under the proposed new law the same concession will remain in force.

While the cash in advance rule will not apply to subscribers in the county, many have formed the habit of paying every year a full year in advance, and every subscription ought to be paid once a year, excepting, of course, those who are already paid several years in advance. The Patriot has several subscribers who are paid nearly twenty years in advance. Naturally, subscribers who are paid in advance will be "ahead of the game" when the subscription price is advanced to $2.00 a year, which will certainly become necessary if present conditions continue.

## VALUABLE "EZEFLO" METAL PAMPHLET

An unique and attractive folding pamphlet, dealing with their "Ezeflo" metals, has been issued by Barnhart Brothers & Spindler. The booklet is printed in black with border and ornaments in terra cotta and is a good sample of a kind of printing that will win attention. It is filled with practical information that will prove of value to all "Linotypers, Intertypers, Monotypers and Stereotypers."

It deals with type metals and the difficulties that have been encountered of late with metals bought on a price. The booklet explains the causes of oxidization and other troubles, and offers suggestions for overcoming and avoiding expensive annoyances. Naturally the good qualities of their "Ezeflo" metals, because of their water-like fluidity, and the extraordinary low temperature at which they produce perfect plates, faces, slugs and type, are explained. The booklet is worth while and will be sent, on application to the Metal Department of Barnhart Brothers & Spindler, Monroe and Throop Streets, Chicago, Ill.

The Goodwin Publishing Company,
Sedalia, Mo., Jan. 3, 1917.

My dear Mr. Herbert:

I have been a subscriber to your journal from the first copy, many of which I have bound in books and given to the School of Journalism at Columbia, Mo.

Wishing you and your publication long and successful life, I beg to remain,

Very sincerely,

J. WEST GOODWIN.

# A Remarkably Complete and Imforming Holiday Issue

THE New York Evening Post, one of the highest-class publications in this or any other country, celebrated the holiday season by issuing on December 30th one of the most remarkable issues of recent years in American newspaper circles.

In one number, consisting of 128 pages, were included its Annual Financial Review and Forecast, its Annual Real Estate Review and its Japan Supplement. Each one of these is worth a story in itself.

No newspaper enjoys greater prestige in metropolitan financial circles than the Evening Post and hence it is not surprising that its Financial Review is accepted as authoritative in the highest degree. Not only is The Evening Post one of the most conservative papers in America, but its financial department is in charge of an expert of more than National renown.

The Financial Review details and summarizes the developments of the past twelve months which, it says, continued and emphasized the remarkable economic phenomena of the previous year. It contains forecasts of the future by a number of prominent men. Hon. William C. Redfield, Secretary of Commerce, says that after the war there will doubtless be readjustments but "never was nation in such shape to face them fearlessly as are we today."

"First of importance it is," he continues, "that we shall rely upon ourselves. The trial of the coming days is to be a test of the American people. They have not failed yet and I believe they will not fail now."

Elbert H. Gary says he sees no indications of a checking of prosperity if the war continues. The ending of the war will have an immediate effect upon American industry. The great destruction now in progress will affect business adversely in all parts of the world. This country will be ready to emerge from the crisis with less difficulty than any other nation. The problems will demand unselfish co-operation by all classes. By skillful management he believes we can continue to be a creditor nation after the war.

Included in the Financial Review are forecasts of the outlook for the railroads, prominent railway chiefs being quoted. There is an elaborate review of the situation in metals and in various branches of industry.

Special correspondence from London, Paris, Vienna and other European capitals and from various cities in this country summarize the conditions prevailing abroad and at home. General prosperity in this country is evidenced. In the South twenty-cent cotton has done its work. On the Pacific Coast there is activity, but the attitude toward speculation is conservative.

An issue of international significance is the Japan Supplement of the Evening Post, which contains thirty-two pages, including five pages of Japanese Government advertising.

In his foreword of explanation Mr. Oswald Garrison Villard, president of the Evening Post Company, says of this enterprise that it is "principally an offering of peace, designed in some slight measure to offset those Hessians of the press who seize upon outward differences of race to play upon passions more easily aroused than allayed. It is frankly an undertaking of good-will and of mutual interpretation—interpretation not, however, limited to spiritual and political matters, for if that were all it would be difficult, perhaps, to distinguish it from a tract. Thus it has its business side as well, which needs no further justification than the fact that sixty per cent of Japan's export trade is with the United States, and that in the years to come immediately after the war, when this country will be looking around for purchasers to take the place of the buyers for the battling armies and navies, it will be to the East as well as to the South that we shall turn, where we shall find opportunities for widening present markets if we shall but search intelligently."

A message from Mr. Aimaro Sato, Japanese Ambassador to the United States, is an important feature of the Supplement.

After expressing his delight at the undertaking of the Evening Post, he says:

"It is highly gratifying to observe that the people here are beginning to take increased and more than ever serious interest in my country. Interest fosters knowledge and knowledge in turn deepens interest. And where interest and knowledge go hand in hand there arises friendly sympathy which is the only open sesame to the sealed book of a stranger's mind. The Japanese awoke one fine morning to find themselves in the midst of modern civilization, and they have since been doing the best they can, in every walk of life, awaiting the impartial judgment of sympathetic observers upon their achievements.

"Many an American statesman, business man and man of letters has discerned with sympathetic acumen the true features of Japan's national life, and has given utterance to his keen observation and fitting judgment to the grateful appreciation of my fellow-countrymen. However, so far as the general public is concerned, the Pacific Ocean has proven too wide, and the interest at home and elsewhere too absorbing to allow them to direct anything more than cursory and indifferent attention toward the Island Empire in the Far East. They know Japan because of her military prowess. They know Japan as a country where cherry blossoms and chrysanthemum flowers adorn the hills and dales and from whose shores come daintily embroidered silk gowns. They do not even stop to think whether the Japanese could be loyal and dishonest, brave and unscrupulous, polite and disagreeable, all at the same time. In such circumstances, irresponsible public writers have startled and amused the innocent Americans by wanton stories of Japan's invasion of their island possessions or attempts to secure naval stations somewhere in Central America. Much credence is not given to such impossible canards, but the trouble is that they will in time leave some evil impression on the gullible mind when too often repeated."

Baron Shibusawa in an article on "Harmony Between the East and West" declares his belief that co-operation of the United States and Japan in China will be the initial victory of the problem of the century.

David Lawrence, the Washington correspondent of the Evening Post, who called the turn on the presidential election and recently completed a remarkable series of thirteen analytical articles from Mexico City, contributes a plain statement of the American point of view, as

found in Washington, on relations between America and Japan.

The life story of Dr. Jokichi Takamine, the scientist whose life represents the dramatic union of Japan and the Western civilization of the United States, is told by himself and it is a narrative of absorbing interest.

Dr. Sidney L. Gulick discusses "The Problem of Japanese Immigration," and looking at the matter from the viewpoint of Japan, he offers a solution. He would regulate immigration on a common basis for all peoples, train all immigrants for citizenship and give citizenship to all who qualify, regardless of race.

Viscount Y. Uchida, ex-Ambassador to the United States, recently appointed Ambassador to Turkey, discusses "Japan in International Diplomacy," explaining her attitude of self-preservation in the Korean question.

Dr. Toyokichi Iyenaga, director of the East and West News Bureau, points out the grounds for the maintenance of a lasting friendship with Japan and the obstacles thereto. He makes a plea for business co-operation.

K. Kakawami writes about Japan's rise as world factor, reviewing the crises in Japanese history.

Numerous other articles discuss the enlarging status of women in Japan, the meaning of citizenship to the Japanese and kindred subjects.

The Jajan Supplement cannot fail to have a wholesome influence in promoting a better understanding between the two nations. Congratulations are due the Evening Post for its originality and initiative in conceiving this plan and for the thoroughness and distinction with which it has been carried out.

The union of Financial Review, Real Estate Review and Japan Supplement make the end-of-the-year issue an edition of surpassing worth.

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## ALL BUSINESS IS WELCOMED

### The Aberdeen American Has Consistent Business and Editorial Policy

### EDITOR NEILL TELLS WHY

### Clean Advertising Accepted from Anybody, News Fit to Print Published Without Fear or Favor—Editorials the Voice of Owners and Editors of Paper

From Red Wing (Minn.) Republican.

Having noticed in E. P. Neill's excellent daily paper, the Aberdeen American, some of the handsome display advertising from Twin City department stores, the Republican asked Mr. Neill on his recent visit here if his paper had also adopted the policy which now prevails in a number of local newspapers with regard to advertising from outside concerns.

In reply Mr. Neill said:

"You ask if the Aberdeen American accepts and runs advertising from outside territory which is competitive with local merchants and jobbers.

"We certainly do, in fact, nearly 50 per cent of our advertising patronage comes from outside Aberdeen, just as about 50 per cent of its circulation lies outside Aberdeen and its immediate environs.

"When we purchased the Aberdeen American three years ago, a definite policy was established and we have hewed close to it ever since, sometimes with opposition but always with ultimate success and growth.

**States Policy**

"This policy has three paragraphs covering the three phases of a newspaper.

"Advertising: Space for sale to whoever wishes to buy and has the price to pay, provided it was not libelous, or offensive, of which we are to be the judges. Thru the advertising columns, from which no man is barred, Republicans and Democrats, wets and drys, city and country, local and foreign, present their arguments for and against, whether in business, politics, or religion, irrespective of the American's beliefs, affiliations or connections. As a result the American is known and liked as an 'uncontrolled' paper. A 'free' newspaper sets well with free Americans.

"News: So far as is in our power, to endeavor to give the news fit to print, exactly as it is, unbiased and without fear or favor, regardless of whom it affects and irrespective of the paper's editorial policies.

"Editorials: In these to reflect the American's stand on matters of civic, state and national policy, economic opinions, and policies, as we see them, free from influences other than our own.

"You can easily see how the broadness of this triple policy would not allow restrictions on certain classes of advertising, any more than it would condole the 'tainting' of certain kinds of news articles, or the insertion of 'controlled' editorials.

"Those who might favor the first would not countenance the last two for a minute, and having the standing of being sincere in all three, we have the public support of our patrons on all three, whether they agree with us or not on the individual phases."

# Solving Problems of Employment

## Efficiency Secured, Equity Established, and Independence to Workers Assured thru a Practical System of Profit Sharing.

AMONG the newspaper men of America, at the heads of great dailies, who believe and practice the highest ideals of responsibility and service to the people, to the general public, to the State and Nation, are Adolph Ochs of the New York Times and James Keeley of the Chicago Herald. In view of these facts and of the character of the papers that they direct, we were not surprised, but greatly pleased to read in the Chicago Herald the following article compiled by H. Percye Millar, that in its completeness and worthiness is greatly to the credit of both the Times and the Herald, as well as to the men at the heads of these two most useful publications; and to the managing head of the wonderfully developed business organization that has planned and adopted the system of wise recognition and liberal, equitable treatment of the workers, who are made active partners and profit sharers in the establishment.

Philanthropists, students of economics, sociologists, financiers and the heads of great business corporations thruout the country are watching with the keenest interest the growth and development of a savings and profit-sharing plan, declared to be the most liberal and comprehensive of its kind, which has recently been placed in operation by the great mail order house of Sears, Roebuck & Co. of Chicago.

Sears, Roebuck & Co. employ in their various plants in the United States between 30,000 and 40,000 persons of both sexes, of whom more than 15,000 are in the main establishment in Chicago. There are 3,000 employes in the Seattle and Dallas branches, and the additional workers are in the corporation's manufacturing plants at Kankakee and Rock Island, Ill.; Buffalo, N. Y.; Rochester, Minn.; Saco and Springvale, Me.; Muskegon, Mich.; Boston, Mass.; Littleton, N. H., and elsewhere. Of this great army of workers 50 per cent are eligible to participate in the savings and profit-sharing fund. Ninety per cent of those eligible have with great enthusiasm voluntarily joined.

It is interesting to note that Sears, Roebuck & Co.'s sales for the first eleven months of this year amounted to $128,599,297, a net increase of $29,043,359, or 29.17 per cent, over the corresponding period in 1915, and that recently the cash receipts of the corporation for a single day, in prepayment of merchandise, exceeded $1,000,000. Therefore the magnitude of the profit-sharing plan can be realized, for under its provisions, as formulated by the corporation, Sears, Roebuck & Co. obligates itself to contribute to the fund 5 per cent of its net earnings, without deduction of dividends to stockholders.

The last annual report of Sears, Roebuck & Co. showed net sales of $106,228,420 and net profits amounting to $11,100,387. Based on these profits the annual contribution of the company to the savings and profit-sharing fund would amount to $550,000. But for the first eleven months of the present calendar year the sales of the company show an increase, as stated in the foregoing, of more than 29 per cent over the same period of the calendar year 1915. It is reasonable to assume, therefore, that the net profits for 1916 will be greatly in excess of those of last year and the corporation will be called upon to contribute a correspondingly larger sum of money to the profit-sharing fund than the figure based on 1915 earnings.

For the purpose of ascertaining at first hand full and complete information of the circumstances in which Sears, Roebuck & Co. devised and worked out a combination savings and profit-sharing plan which is attracting widespread attention, and meeting with universal commendation, a staff correspondent of the New York Times journeyed out to the West Side of Chicago a few days ago and there met Mr. Julius Rosenwald, the president of the corporation.

Mr. Rosenwald, who in addition to being the chief executive of the largest mail order house in the world, is noted for his civic activities and his unostentatious philanthropies, is a very modest and unassuming man, regardless of his wealth and standing in the business life of the country. He is indisposed to talk of himself or his charities, but when told that the New York Times desired to inform its readers fully of the Sears-Roebuck savings and profit-sharing plan and desired to get its information at the source, Mr. Rosenwald readily consented and spent several hours with the Times man explaining in detail its workings.

It was on July 1 last that the plan, after many months of careful thought and preparation, was unfolded to the employes of Sears, Roebuck & Co. thru the medium of a circular letter.

The letter further pointed out that participation was entirely voluntary, and that every employe of Sears, Roebuck & Co., regardless of position, would after three years of service be eligible to participate in the fund so long as he remained an employe. In order to participate an employe is required to deposit in the fund 5 per cent of his salary, but "no employe may deposit more than 5 per cent of his salary, and in no case more than $150 per annum;; this limit being deemed advisable so that the higher salaried employes may not too largely participate in the fund."

Withdrawals from the fund are provided for in this manner: A depositor who has completed ten years of service is entitled to withdraw all money credited to his account, including the company's contributions. A depositor who has not completed ten years of service may withdraw only the amount he has deposited, plus interest at 5 per cent per annum, compounded semi-annually, and no more; except in the case of a woman depositor, who, after five years' service, leaves to become married, in which case she will be entitled to her full share in the fund, including the portion contributed by the company, and except in the case of the death of a depositor while in the service of the company, in which case his estate will be entitled to the full amount credited, including the contributions of the company.

It is incumbent upon a depositor upon ceasing to be an employe of Sears, Roebuck & Co. that he withdraw, and a similar provision governs cases where a depositor fails regularly to make his deposit. Also a depositor who once withdraws cannot re-enter the fund.

In any case of withdrawal where a depositor is entitled to share in the contributions of the company he will receive the full amount to his credit as shown by the accounting for the preceding year, plus interest at the rate of 5 per cent per annum and plus such sums as the depositor may have deposited since Dec. 31 of the preceding year, with interest at 5 per cent per annum.

It is intended that so far as practicable and advisable the fund will be invested in shares of stock of Sears, Roebuck & Co., to the end that the depositors may, in the largest measure possible, share in the earnings of the company.

This, in brief, is the savings and profit-sharing plan put into operation by Sears, Roebuck & Co. and of which so eminent a writer on economics as Roger W. Babson has said:

"Such a simple, direct, unadorned and promising plan as this one could not ten years ago have been devised in a business as large as the one before us. It speaks well for the new faith of employers of labor that they have the courage to bring into the light an arrangement like this one."

The plan was not devised in a hurry, but was given mature thought and consideration covering a period of years, as was explained to the Times correspondent by Mr. Rosenwald.

"For a great many years," he said, "we talked about a pension plan. A great many of our people, executives, heads of departments, old employes and the like, favored some sort of a pension system, but which I never personally approved for the very good reason that I do not believe in pensions. I never saw a pension plan yet that appealed to me. I do not think it wise to wait for a man to be almost ready to die before he can derive any benefit for a pension. And that is practically true of all pension plans. A pension always appeals to me as charity, and in our savings and profit-sharing plan we have gotten away from that idea.

"I suppose for the last ten years we talked pension plans of all descriptions. We investigated pension plans of various kinds and rejected all of them.

"While we were groping our way, and about five years ago, we established what is known as our anniversary gift. This plan was accepted because we wished to recognize in a substantial way the length of service and the loyalty that is a foundation of long service. Under this plan an employe receiving a salary not exceeding $1,500 a year who has completed five years of service receives 5 per cent of his annual salary on the anniversary date of his employment. Each year this amount is increased 1 per cent until a maximum of 10 per cent is reached, which amount is paid annually thereafter.

"But from time to time, even while this anniversary check plan was in operation, we were seeking to devise something more comprehensive, and finally we struck upon the savings and profit-sharing plan of which the New York Times now has the outline. The new opportunity, however in no sense supersedes the anniversary check plan, which will be continued indefinitely in addition to the savings and profit-sharing.

"To a certain extent the new plan is similar to the one adopted some time ago by a Chicago banking firm—the Harris Trust and Savings Bank. It combines a system of saving as well as profit-sharing, and this appealed to me more than anything else, because I believe the besetting sin of the American people is lack of thrift. Our plan compels all those who join to save a part of what they earn. In regard to the idea of thrift we all agreed that an employe who accumulated something was not only a better workman but was a more dignified person; had a higher regard for himself and made a better citizen than one who never succeeded in accumulating anything.

"There was no haste in formulating the plan we finally adopted. I think it was almost a year after this plan was first considered that we finally agreed on one which satisfied us that it fitted an organization such as ours. One very important thing that we decided upon was that instead of making the plan compulsory, which is the case with one from which we derived the inspiration, we would make ours voluntary. We are exceedingly glad that we adopted this course, for the result has been that upon a purely voluntary basis, and within the first three months the plan has been in operation, not less than 90 per cent. of those eligible have joined the fund. Additions are being made every day, and we believe before the plan has been in operation a year 98 per cent will become participants."

Mr. Rosenwald was asked in what proportion of the sexes the employes joined the fund.

"Our Chicago forces number about 15,000 persons," he replied, "and they are about equally divided as to sex—7,500 men and 7,500 women and girls. In participating in the profit-sharing plan they are almost equally divided, also. But one thing is very evident to all of us, and that is the enthusiasm among all the employes, both male and female, and in all the departments. In some of the departments I understand that 100 per cent of those eligible have joined the profit-sharing fund. The great interest in the plan manifested by all the employes is very gratifying indeed to myself and my associates. The plan seems to appeal to them. The officers of the corporation are very much pleased with the high percentage of employes who have enrolled since July 1, 1916, when the plan went into operation.

"You see, the plan provides a generous annuity to those people who stay with us until they attain the age when they usually retire. It also gives those employes who after ten years of service may leave the employ of the company and go elsewhere a very substantial sum of money. In this respect the fund differs from any other profit-sharing plan.

"Each employe of Sears, Roebuck & Co. joining the fund is permitted to pay into it 5 per cent of his salary up to a yearly sum of $150 only. This limitation was made so that the higher salaried employes could not absorb an undue share of the profits. For instance, this provision was incorporated so that an employe earning, say, $20,000 a year would not be able to gain the equivalent of twenty men earning $1,000 a year.

"The contribution of Sears, Roebuck & Co. is 5 per cent of its net profits before any dividend is deducted, and, in my opinion, it will result that the company will contribute $2.50 for every dollar paid in by the employes, altho our prospectus shows that our contribution will be a little less than $2. As a matter of fact I shall go even further than this and say it is my honest opinion the employes will receive back after a period of fifteen years more than $5 for every dollar they deposit in the fund." Asked how the fund would, in his judgment work out, Mr. Rosenwald replied:

"A woman employe earning $20 a week for a period of fifteen years, for example, would pay $780 into the fund, and I believe that she will have to her credit at the ex-

piration of that time approximately $4,200 as the result of an investment of $1 a week. In the same manner an employe earning $3,000 a year would contribute to the fund $150 a year for, say, thirty years, a total of $4,500, and would draw out approximately $41,000.

"Thus it will be seen that an employe earning $3,000 a year who has finished thirty years of service may retire with a fund sufficiently large to produce an income almost as great as the salary he has drawn for his services. This, we believe, makes our plan ever so much more attractive than the ordinary pension plans under which an employe is paid a considerably smaller percentage of his earning capacity, and that only when he is superannuated.

"These are conservative estimates based on the growth of our business in the last five years."

Speaking of the withdrawal feature of the plan, Mr. Rosenwald laid emphasis on the provision that male employes can only withdraw their profits after they have been subscribers to the fund for ten years, "but," added the president of Sears, Roebuck & Co., "in the case of a young woman who leaves to be married she can withdraw her full share in the fund at the end of five years' service. I am heartily in accord with this provision, because I believe many a young girl would have a better opportunity to marry if she had a few hundred dollars with which to establish a home."

This interview with Mr. Rosenwald took place at a luncheon in one of the four great restaurants maintained at the Sears-Roebuck plant for the benefit of the employes—places in which the very best of food is daintily served at minimum cost. It is in one of these community restaurants that Mr. Rosewald eats his noonday meal with his employes, partakes of the same fare and has a cheery word for all. Usually Mr. Rosenwald has a few heads of departments at his table in a corner of the room, and so it was on this occasion, all joining in the discussion over the profit-sharing plan, Mr. Rosenwald drawing the conclusion.

Lessing Rosenwald, one of the sons of Julius Rosenwald and one of the hard workers of Sears, Roebuck & Co., having begun at the bottom and worked his way upward, thereby gaining a clear perception of the multitudious angles of a vast business enterprise, was of the party.

"It might be well to look around the plant and find out what our people have to say about the profit-sharing plan," was the suggestion made by Mr. Rosenwald to the New York Times correspondent, whereupon Lessing Rosenwald cheerfully volunteered his services as guide.

Verily it requires a guide to go thru the Sears-Roebuck plant, which has a frontage of nearly half a mile, has ninety-two acres of floor space, houses 15,000 people—a city within a city—has a railway station on its second floor with a loading platform 440 feet long and a capacity of forty freight cars; its own United States post-office, with a force larger than many cities of considerable size and importance, and is, in short, a veritable hive of industry. One of the departments visited was that in which the mail is opened. Some 300 girls are in this room. An average of 90,000 letters a day is received, a majority containing remittances. The letters are fed into cleverly constructed machines which cut off just a sliver of the envelope without injuring its contents. The 300 girls from 8 in the morning until 5:30 at night are busily engaged sorting the contents, sending the remittances to the cashier and the orders to the various departments. Rarely is a letter lost or mislaid.

"What proportion of these young women have joined the profit-sharing fund?" asked the Times man.

"About 85 per cent," replied the manager. "They all are enthusiastic over the plan."

In addition to maintaining a hospital with seven physicians and ten trained nurses daily on duty to minister to the needs of the 15,000 employes, Sears, Roebuck & Co. operate two welfare departments—one for the female employes and one for males.

Mrs. A. R. Brooker, a graduate of Oberlin College, Ohio, is in charge of the welfare bureau for the girls. To her they come in times of stress, bereavement and domestic trouble. Mrs. Brooker is known as the "friend and counselor" of the 7,500 women and girls in the Sears-Roebuck establishment. "I have not heard one word of criticism among the girls concerning the profit-sharing plan," said Mrs. Brooker. "On the contrary, they are enthusiastic about it. The girls all say, 'Isn't it great?' In some of the departments where girls are employed exclusively every eligible employe has joined."

The same kindly supervision that is thrown about the girl employes is extended by Sears, Roebuck & Co. to its male employes under the guise of "director of athletics" and in the person of G. H. Miller, who day by day is in close contact with the 7,000 or 8,000 male employes. Sears, Roebuck & Co. have one of the best athletic fields in the country, and its annual carnival of sport brings out an attendance of about 20,000 persons.

"From the talks I have had with the male employes," said Mr. Miller, "they regard the profit-sharing plan as a very satisfactory arrangement."

The manager of the shipping department has about 2,100 men and women under his charge. He has been with the corporation for more than twenty years, and in point of service slightly outranks Julius Rosenwald, a fact of which he is very proud.

"Ninety per cent of the eligible employes in my department," said he, "have joined the fund."

The Times correspondent wandered around the vast establishment, here and there asking questions. Finally he came to a cubicle in which a young woman was casting up accounts.

"Might I ask how long you have been an employe of Sears, Roebuck & Co.?" he asked.

"Nearly ten years," was the reply.

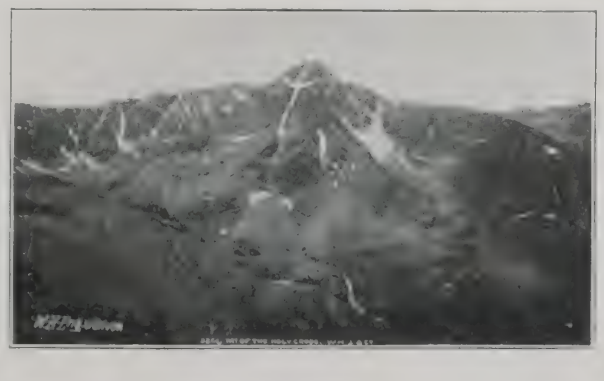
"And your salary?"

Seventeen dollars and fifty cents a week."

"Are you a member of the profit-sharing fund?"

"You bet I am," said the girl with emphasis, waving her arms right and left, "and these other girls also. Why, it's the grandest thing ever. We are all working as hard as we can because we realize that we have a direct personal interest in every dollar of profit Sears-Roebuck make. My dear sir, we are now a part of the firm."

In this last sentence you have in a nutshell the Sears-Roebuck profit-sharing plan and its inevitable success.



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A JOURNAL FOR PRINTING AND ALLIED TRADES

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Naturally, print paper conditions, at present, hold highest, first page interest among all newspaper makers. While the National Printer-Journalist is mainly published as a technical or professional journal, to discuss principles, methods, rules and ethics of worthy and successful newspaper making, editing, management and printing, we have deemed it to be profitable to our readers to present, at considerable length, this month, an account of the part taken by the representatives of the National Editorial Association and other editorial organizations, in the print paper hearings at Washington, D. C., from the Editor and Publisher of New York City, that is proving a very valuable newspaper for newspaper makers, and that deserves great credit for its able and extended report of the proceedings before the Federal Trade Commission.

The portion of the story of the hearing, that we publish, with all else that we give, or have given from time to time, we believe, covers all matters necessary to the full information of the readers of the National Printer-Journalist as to proper conditions and the possible or proposed means for meeting the difficulties that confront publishers and printers. It only, now, remains that individual and concerted action should be entered upon and followed out until the complete restoration of normal supplies and prices are secured.

It is a matter for congratulation that the National Editorial Association and allied organizations and the papers connected therewith have been so fully and ably represented before the Trade Commission. It is stated that the members of the Commission feel that they have already received information sufficient for intelligent, remedial action but it is important that every publisher give to the Commission reliable estimates of the amount of print paper that will be required for the year 1917.

The turning over, by Attorney General Gregory to Assistant Attorney General Todd, the Government's "Trust Buster," of the complaint of Past-President Varner of N. C.—that indicated a corrupt or illegal combination in restraint of trade and fair, open competition—has been taken as signifying a contemplated action by the Federal Court.

A separate investigation by a committee of Congress has also been suggested. However, it is pretty evident that there have been entirely natural, economic causes for the scarcity and high prices of paper and it is not safe to seek a remedy only in an attempt to right and to hereafter prevent what are supposed to be, the wrongs or the monopolistic understandings or doings of manufacturers and jobbers who have made a pretty good showing, on the whole, of having themselves been the victims of circumstances, unfortunate legislation and other things, for which they were in no way responsible and over which they have had no control. There is little doubt, as is shown in the able address of Mr. Alexander Thompson, begun in the December and concluded in the present number of the National Printer-Journalist, that there have been several causes for the scarcity and high prices of paper, however much may be chargeable to a greed for gain, that may have led, in some instances, those having the excuse and opportunity, to take advantage of conditions and go beyond the great rules of fair, legitimate dealing. It is human nature—even in this Christian age, when, largely driven by the desire to win or to retain economic advantages, half of the nations of Europe are striving to kill the other half—for men to improve every opportunity for quick and large gains or profits, but it is not wise to jump at the conclusions that all our burdens come from the evil doings or deeds of others.

There is little doubt but that the fight for and the securing of, low prices in the past, by paper users, has discouraged and caused the decrease in paper manufacture; has driven mills into other lines and capital out of the business, or, aided by unwise legislation, into other countries.

Greed and unfair monopoly, where it is shown to exist, must be curbed, but other causes must not be overlooked or neglected.

America must learn and act upon the ideals and principles,—that, tho counted modern; are as old as the Sermon on the Mount—of mutual regard, understanding and co-operation; co-ordination of all industries and employments, and

a preparedness that discounts all future, adverse possibilities, needs and difficulties. There can only be unstable, uncertain, shifting progress and attainment, without conciliation and accord among men in all their varied callings, ever interdependent one upon the other.

Unjust discrimination among buyers, or in other ways, is in direct violation of the underlying principles of just, honest and even wise or politic business, and may well be prohibited by law and this end is sought to be reached by an Act introduced in the United States Senate by Senator Curtis which provides:—

"Sec. 2. That it shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly to discriminate in price between different purchasers of print paper, which print paper is sold for use, consumption, or resale within the United States or any territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, where the effect of such discrimination is to sell to purchasers and consumers of large quantities of print paper at a lower or less price and under more advantageous conditions or contract than is charged or given purchasers of smaller quantities of the same commodity; and also it shall be unlawful for a person or persons to enter into a contract for the sale, resale, or disposition for future delivery of print paper with purchasers of large quantities of such commodity and refuse to enter into similar contracts with purchasers of smaller quantities of the same commodity: Provided, that nothing herein contained shall prevent discrimination in price between purchasers of commodities on account of differences in grade or quality of the commodity sold, or that takes only due allowance for the difference in the cost of selling or transportation."

A staff correspondent of the Chicago Tribune, under the date of Washington, D. C., Dec. 30, made the following encouraging report:

"When the Federal Trade Commission experts today finished compiling figures received in returns from print paper questionnaires so many discrepancies were apparent that it was decided to wait until Tuesday to make the statement expected this afternoon.

"The information received, it is said, shows that the situation is not nearly as serious as it appeared to be early in December, and it appears now that in two ways the apparent shortage for the months of January, February, and March cannot occur. It is understood the replies show that there is not only a free tonnage of from 50,000 to 60,000 tons but also that new machines are being installed for making print paper. An authority on the subject said that he would not be surprised if by April 150,000 tons a day additional will be turned out.

### All Supplied by April

"With these conditions, it was said, the situation as to supply will straighten out by April in a natural way. It was pointed out, too, that with the prices for print paper so high it is only natural for manufacturers to make the quantity needed.

"It is believed, therefore, that there will be even a surplus of print paper on the market by April, which will tend to some reduction in price.

### Price Settlement Next

"It remains for Congress to go into the question of the high prices, and it is understood that the report of the commission on the investigation soon to be submitted will discuss the advisability of price fixing by the government."

* * *

One service of advertising of great importance, especially to consumers, yet very infrequently noticed, is that advertising helps constantly and very materially to the bettering of the products advertised. It is always safer to buy the thoroly well-advertised goods. Advertised articles come into direct public and open competition with other advertised articles and business most be won by a showing of better quality and constant improvement. This principle has been remarkably demonstrated in the automobile business, and no other business has been so liberally advertised and no other business has showed such rapid growth altho automobiles can scarcely be enumerated as among the necessities of life.

In advertising campaigns, each maker, or each dealer tries to present something better than his competitors. Each and all are actuated by the same incentive for a superiority that can be claimed and exploited so there is a constant spur to improvement and a constant assurance of the high character of the products advertised. The publisher can conscientiously, as well as wisely, urge readers to buy advertised goods, and to purchase of those who advertise rather than of those who do not advertise, as a matter of self protection and a guarantee to the securing of the best, most improved and up-to-date products. To make advertising profitable is the way of permanent success to the publication that has advertising space for sale and the campaign for truth in advertising has been of the highest possible benefit to newspaper makers, as well as to all legitimate business

## SAVING VERSUS WASTE

The following from the Kansas City Star, one of the biggest and most successful daily newspapers of the United States, ought to have a special appeal for all newspaper publishers and printers at the present time of stress as to scarcity and high prices of paper:

"The Washington school children have saved more than $2,000 worth of waste paper since the fall term began. That is worth while, not merely for the money consideration, but particularly for the habit of thrift that has been created.

"We are a wasteful people. It is a common saying among Americans who have traveled in France that a French family could live comfortably on what is thrown away from an American kitchen. Take this matter of waste paper alone. Paper is acutely scarce at present and the time is coming when there won't be boundless forests to draw on for its manufacture. As a matter of conservation of natural resources we ought not to destroy waste paper when it can be used again. But we haven't learned the lesson of economizing that people have learned abroad.

"Waste paper houses are now paying from 25 cents to $1.50 a hundred pounds for used paper. But how many families are saving their old papers and their magazines? Mighty few, altho the experience of saving would be good for the children, even where the money is not an object.and the money isn't to be sneezed at."

The difference between saving is the the difference between thrift and poverty, between independence and constantly worrying dependence. Americans, with the great abundance of everything, have become wasteful and improvident, and if the present shortage and high prices of paper result in habits of saving and conservation, the profit in the end will be greater than the loss. Most of our great businesses have grown great thru wise and careful saving of material, and of the hours, thru frugality and efficiency. There is nothing little or mean about saving, about preventing waste, tho many unthrifty printers and publishers seem to think the same beneath them. On the contrary, saving is a duty one owes not only to himself, but to his business and to his country. The country is impoverished and many suffer want and many businesses are ruined, and positions are lost, thru a lack of regard for the little economies, the little savings of the minutes and of material, that if saved, help to the margin of profits necessary to the upkeep and permanent success of the business.

It seems almost incredible that the members of one school should save in four months more than $2,000 worth of waste paper but such is the fact. The Star rightly says, "That is worth while, not only for the money consideration but particularly for the habit of thrift that has been created." The instilling and keeping up thoughts and habits of saving and thrift, if made general, will be worth many millions of dollars every year to this Republic, besides there is the other matter of "conservation of natural resources." The loss from the necessary destruction of forests, that are already disappearing and are none too plentiful at best, just thru the careless waste and destruction of material that could be used over again, is an illustration of the direct injury that ever comes from waste. The Star speaks of the waste by families but newspaper and printing offices have been the greater sinners and are naturally and rightly receiving punishment in the great burdens that have come upon them. Newspapers should be the evangels of saving, the ever alert watchmen for conservation and the sleepless counselors and guardians of the people not only against waste of paper material but against all other waste.

Printers and publishers, when considering the question of prices of printing as compared with the high prices of all other articles, should take into account, among other things, that the per cent of advance in paper has been greater than that of any known product. The nearest to paper is copper that has advanced one hundred and sixty-five per cent, while paper has advanced one hundred and eighty per cent, but the percentage of copper used in the industries outside of war munitions, is not one thousandeth per cent of the amount of paper used in printing.

## THE HOME TOWN EDITOR

"In the country there is a force that we hear little about, but this force is doing a great work for the country. Every politician who wants an office realizes it. Every merchant who is alive knows it. Every school teacher and preacher who wants to improve school or civic life has to have its help. No celebration is attempted without its assistance.

"No funerals or weddings or fires escape it. No sales of any kind—sheriff's sales, bargain sales, fire sales, or any other kind, take place without its knowledge. Even the great political parties recognize and patronize it. The railways until recently—very recently—thought so much of it that they carried it free. And this force, so potent in our great republic, is the Country Editor and his paper.

"He is exercising a greater power than he may realize, and he is very poorly paid, as a rule, for the valuable service he renders; yet he is a power for great good, and no movement can make much progress in the country if he opposes it, and it will probably need his help to succeed. At present he is the most misunderstood figure in American life.

"He may have to act in any capacity, from 'printer's devil' to editor, and he can do that. He attends all important public functions, political, social and religious. He is supposed to know all about the government, local, state and national; the tariff and currency bill; income tax; the best way of regulating 'trusts'; and he has to read a few dozen exchanges, set type, write copy, read proof, solicit job work, advertising and subscriptions.

"But there is one big job ahead of him, perhaps the biggest he has ever tackled. He must lead the merchants out into the big field of better business and more of it, by inducing the merchants to advertise properly. He must teach them to use the methods in advertising that sell goods; he must show them the value of illustrations; and above all, he must make the name and price plain.

"When we think how these men have helped to make the country, we have no doubt that when the opportunity is squarely put before them, they will grasp it, and by leading the way to a more prosperous country life, help to conserve the greatest force in the nation—the 47 per cent who live in small towns and the country."—Home Town Association of America.

## THE "YOURSELF" PART OF SALESMANSHIP

By J. R. McCleskey

What is "Yourself"?

What is your true "Self"?

Did you ever stop to analyze the difference between your true "self" and the other "self" that often tries to assert its power over you?

The "yourself" part of salesmanship, or the "yourself" part of anything else, is relatively speaking, the foundation on which the structure is to be built, and before commencing to build, we must be sure that we have the right foundation.

> A correct understanding of "yourself" is just as essential in building your business career as in a proper foundation in building a sky-scraper.

Within every individual there is a true "self" and a false "self," continually warring one against the other for supremacy. One's true "self" is that "self" which always stands for the right, for principle, for honesty of purpose, for fairness and justice, and for all that is good and worthy of our highest aims. And it is the false "self" that takes the composite stand in our consciousness, and tries to tell us that "might makes right," that there is no harm in taking all we can get from the other fellow in a business deal, that it doesn't pay to be on the level. It is this false self that puts such stumbling blocks in our way as discouragement, fear, worry and discontent. Likewise, malice, spite, selfishness, petty jealousies, dishonest methods in business, all come from this same false "self."

What we need is to learn the real nature of our true "self" and our false "self," and to discriminate between the two, and we can then set ourselves to the task of overcoming the false with the true, and as we progress along this line of endeavor, we will find that—

> All genuine success in life is attained in exactly the same degree as we eliminate the qualities of our false "self" and develop the qualities of our true "self."

But the question arises as to how this principle applies to business in general, and to salesmanship in particular. This principle of overcoming something that is false with something that is true applies not only to business but to every phase of human endeavor. It is a logical fact that good is the master of evil, that the truth is the master of a lie, that faith and enthusiasm will overcome discouragement, that fairness and justice will outweigh dishonest methods, that unselfishness and consideration for others will destroy selfishness and jealousy, and so on down the line. We can absolutely overcome the wrong qualities of our false "self" by replacing them with the good qualities of our true "self." It cannot all be done in a day, but right now is a good time to begin weeding out these wrong qualities which our false "self" tries to thrust upon us, but which we do not have to admit into our consciousness.

In order to bring the point home in the individual case—to you and I—take a list of all of your good habits and every good quality that you possess; in other words, take an inventory of your true "self." Then take an inventory of your false "self," and see what bad habits you have, what wrong qualities you possess, such as selfishness, malice, spite, unfairness, inconsideration for the rights of others, carelessness, discouragement, worry, fear, fault-finding, etc. Now—

> By eliminating just one wrong quality each day and replacing it with a good quality. you will find that your true "self" is gradually overcoming your false "self," and as this process continues, your success will grow in the same proportion.

Every salesman and every business man should take a careful inventory of his good habits and his wrong habits—the habits that come from the true "self" and those that come from the false "self," and then cultivate the good ones and get rid of the bad ones.

For instance, the habit of shaving every morning is a good habit. A man cannot start out the day with a clean shave without feeling clean; and then he follows up the shave with clean linen, brushed clothes, a shine and a smile that is "catching" wherever he goes. Omit the shave, and he has discounted his appearance, his feeling and his efficiency.

> The habit of looking efficient and feeling efficient is half of being efficient.

The habit of being punctual is likewise a good habit. Always be where you say you will be at the specified time. Always do what you say you will do and do it on schedule.

Being systematic is a habit and a good one. Have a time and a place for everything. Map out your work according to a definite plan, instead of working by fits and starts, Fits and starts never lead to a successful end.

Enthusiasm is a bully habit. Without it, do not try to be a salesman, for if you cannot generate some enthusiasm over your own proposition, you certainly cannot expect your customers to do it for you. Above all things, get the habit of being enthusiastic over your work, whatever it may be,

Another good habit, and one of the best that a man can cultivate is a cheerful disposition; it means everything to the man who has it, and the man who doesn't possess it is woefully lacking in one of the great qualities that helps much toward success.

Someone has written about the smile that is worth a million dollars and doesn't cost a cent. A cheerful disposition doesn't cost a cent, and its value cannot be estimated in dollars and cents.

All of your good habits, your good thoughts, and your

good deeds are the product of your true "self," while all of your bad habits, your evil thoughts, and your wrong deeds are manifestly the product of your false "self," and it is entirely up to the individual—you—to decide which "self" you will make "yourself."

Stop and think it over.

> The success of every business organization is dependent upon a combination of individual "selves," and the success of the individual is in proportion as one overcomes the false "self" and gives dominion to the true "self."

If you are going to build a brick house, you would certainly think it necessary that each individual brick be up to standard specifications, and likewise, in order to have an efficient sales organization, it is essential that each salesman in the organization be individually up to standard—individually efficient. Therefore, the efficiency of any organization is in proportion to the efficiency of the individuals who make up the organization, each individual's standard of efficiency is in proportion to his standard of "self." And here's something for every individual who constitutues a part of any business organization to remember—

> The man who puts his best "self" and his best efforts into an organization and helps to make it greater, stronger, more successful and more efficient, is advancing his own individual welfare beyond his power to estimate.

* * *

# Profits Uber Alles

By Bert Bradley, Written Expressly for Coal Age

Reprinted from Coal Age, December 30, 1916.

Now this is the story of Randall, the Solon from out of the West,
Who said to the Wise Men of Congress, "My brethren, methinks it is best
To start a new system of postage; the second class rate is too low ———"
"Let's cut out the franking!" said some one, but Randall protested, "Oh, no!
The frank is a privilege precious, forever fulfilling our needs
For sending out unspoken speeches, and mailing quintillions of seeds,
We cannot afford to forego it; but I have a far better way
To add to the Government's profits and help make the post office pay ——"

"I know," cried a Congressman, loudly, "your meaning is plain as can be,
You want to abolish the practice of sending the newspapers free
Which don't go outside of their county—believe me, I'm with you, old scout,
It's really a graft most expensive, I'll aid in cutting it out,
To cease such a species of outlay will save quite a bundle of pelf ——"
"I don't want to stop it," said Randall, "I run such a paper myself!

My plan is far simpler and cuter," he added in confident tones,
"We'll just soak the magazines harder by slicing the country in zones
And piling on postage for distance clear up to six pennies a pound,
Thus gaining some millions of dollars for Congress to scatter around
In post office buildings for Podunk—large buildings of costly design—
Or free distribution of papers—such papers, for instance, as mine.

"We'd drive many magazines bankrupt, we'd double the price of the rest,
We'd gather a tribute most heavy from people who live in the West,
We'd stir up old sectional feelings, on knowledge we'd levy a tax,
The publishing business would get it where chickens are given the axe,
But what do such little things matter? It's 'cash money' profits that count,
The people can go without reading if only the postal rates mount,
The technical journals can wither, the magazines all fade away,
That won't hurt my small country paper—so up with the postage, I say!"

Now this is the story of Randall, the Solon from out of the West,
And this is the innermost meaning of what he has tried to suggest,
He may not have said what is quoted, but if his new law is put thru
The words we have rimingly noted will prove to be direfully true;
The spread of instruction is threatened, and if you don't want to allow
This drag on the progress of knowledge, just write to your Congressman,

NOW

# A Manufacturers View of the Paper Situation

## By Mr. Alexander Thompson, Sales Manager of the Champion Coated Paper Company of Hamilton, Ohio.

### Continued from January Issue

We have had three of these scrambles since the beginning of the war and are about due for another, and the paper manufacturing trade is in a very poor condition to meet it.

The natural, in fact the inevitable result, has been sudden rises in the price of paper which could have been partially avoided by sane buying for actual needs only, instead of keeping the whole country waiting until the last moment and then everybody closing in on the manufacturers at once.

Paper being a universal commodity and a necessity to civilization, I feel that those who are consumers, as all of us are, have a moral right to know why paper has more than doubled in price for every reason aside from the inability of the United States mills to take care of even the domestic consumption.

You have, of course, heard so repeatedly of the increase in the cost of chemicals, pulp, labor, coal and other articles which go into the manufacture of paper that a repetition might tire you.

I feel that you should know, however, specifically just how great this increase in cost has been as far as I am able to give you the information and that wages is one of the chief factors aside from pulp.

During the latter part of 1915 bleached sulphite pulp sold at a universal price of $2.75 per hundredweight. It is always sold on the basis of 10 per cent moisture content, which would make the net price as it is put into the beaters at the paper mill, approximately 3 cents per pound. Today this same pulp is commanding 8 cents per pound, and as it contains 10 per cent of moisture it is necessary to add 80 cents per hundredweight to the price instead of 27½ cents as was necessary when the price was 2¾ cents, in order to arrive at the net price.

The reason that sulphite has advanced to this extent is primarily on account of the shutting off of the imports of Scandinavian pulp. We have been importing for several years a gradually increasing tonnage until during the last six months of 1915 and the first three months of 1916 we were bringing in approximately 45,000 tons per month from Sweden and Norway. In April this volume of imports commenced to shrink and by July it had gotten down to approximately 10,000 tons per month. Last week there was only 1,000 tons of Scandinavian pulp brought in, or about one-tenth of the normal supply. This Scandinavian pulp is nearly all unbleached and the market today is approximately 6¾ cents per pound, whereas late in 1915 the same pulp could have been bought for $1.90 per hundredweight. It is, of course, little wonder there have been advances in the price of paper from such costly pulp.

The advances in the prices of chemicals have been very much more spectacular, and adequate supplies are still not obtainable at any price. Rosin has advanced from $3.50 to approximately $6.00 per barrel, and there is about 1½ per cent of rosin in all book paper. Alum has more than doubled in price, going from 90 cents per 100 pounds to a little over $2. Bleach, colors, etc., have also made the ballon ascension.

Before the war many of the domestic paper mills were buying their fourdrinier wires from Scotland and Germany, and the domestic mills were curtailing their output from 20 to 35 per cent in consequence, simply because they could not meet the competition of the foreigner based on his lower cost of labor. Naturally the domestic paper mills had to buy their wires in the cheapest market, just as they have always expected the paper consumer to do. The result, however, was decidely without benefit to either the paper manufacturers or the wire weaver, as times were so bad because of the enormous importations of various commodities that the paper manufacturer was unable to run full so that the only beneficiary of the importations of wires were the Scottish and German wire weavers who ran merrily full while the domestic weavers were shutting down. It is at least partly for this reason that domestic fourdinier wires are practically unobtainable, as of course the domestic weaver has failed to increase his plant in the face of free trade competition which has taken place during the past four years, and is not in a position to take the business which hitherto went abroad. Some day the American people will wake up to the fact that it is a great deal safer to have adequate facilities at home to take care of the entire production of any commodity than to buy the same commodity abroad even at a cheaper price.

The "high cost of strikes" must be figured in the present price of paper, if we are to give the paper manufacturers all the credit that is due for not having raised the price of paper more than they have. There is practically no important paper mill in the country that has not had a number of strikes during the war period, and none that have not had to add one shift to their labor system, in other words, to employ three shifts of eight hours each to form a day's work, where formerly they employed two shifts of twelve hours. When I tell you that these men receive the same pay for eight hours that they formerly were paid for twelve you can readily figure the enormous wage increase of a mill which formerly employed twelve hundred, but now has to employ eighteen hundred to get the same output.

Another item of increased cost in paper manufacturing which ordinarily escapes attention is the enormously increased interest charge on materials which must be carried, some times for many months, before they are made into paper. Manufacturers must today purchase where and when they can and when they have an opportunity to buy a large consignment of pulps, clay or other material, they must take it and store it or run the risk of shutting down. This means that in a plant producing 200 tons of paper per day, which ordinarily would carry in round figures about one million dollars worth of materials in stock, that even if they carried the same amount of materials on hand the value would be over twice as great and consequently the interest charge would be doubled. In addition to this, there is, of course, the risk in carrying this increased value on account of floods or fires, as insurance can not be collected on stock if damaged by flood and only on the actual purchase price in case it is damaged by fire, altho it may cost double the amount of the purchase price to replace it, therefore the manufacturer not only has the increased interest charge, but stands liable to lose in case of a total loss by fire two million dollars, where before he only risked one million dollars.

Another rather obscure but nevertheless potent reason for the advance in the price is the bidding of the consumer himself for paper to the manufacturer. In other words, the producer is constantly confronted with the fact that his customers are willing to pay him more than the market price for quick deliveries. Every mill has had to decide for itself as to whether it would accept any orders which were received with bonus attached for quick shipment. I am happy to say that I can "prove an alibi" to such an accusation, but nevertheless the fact that many consumers are eager to pay a bonus for paper certainly does not work prices downward. However unfair the prices may be, the blame must be attached to the temptor and some credit should be given to the paper mills who have resisted such attractive propositions.

One of the most creditable features that the manufacturers can point to in their conduct during the past year is their protction of the domestic trade against the bidding of exporters and foreign customers.

The mills have repeatedly been favored with orders sent in from customers abroad whom they probably have never heard of, and in many cases have to consult an atlas before they can locate the customer's place of business. I have myself repeatedly had to look up the names of strange sounding towns in Africa, Java, South America, Japan and other foreign countries in order that I might send polite letters declining unsolicited orders, amounting to a total of at least 15 per cent of our output for the year. Our statistical Burea advises us that at least one-third of the total output of the American Book Mills could be sold abroad without special solicitation and at prices higher than the domestic consumer is paying. Apparently our domestic friends are not aware of this good treatment, as there seems to be a common suspicion that a large part of the output of our paper mills is being exported. As a matter of fact, out of a total production for this year amounting to about 776,000 tons, only 25,000 tons total has been exported and nearly this amount is exported in normal times.

Our total exports of printing paper other than news have been as follows during the war period:

For the 8 months up to Aug. 31st

| 1914 | 1915 | 1916 |
|---|---|---|
| $1,049,000 | $1,227,00 | $1,441,000 |

When you consider the advances in price it is evident that the exported tonnage has actually decreased.

It is evident, however, that if at any time the domestic demand should fall off, the manufacturers could without hurting their own consciences in any way, turn to this foreign source of orders with considerable profit to themselves, as the foreign demand is constantly becoming more insistent.

Very few people have any idea how much book paper is produced in this country in a year. During the fiscal year ending June 30, 1915, the book paper mills in the United States produced 697,000 tons of 2,000 pounds each. The same mills during the fiscal year ending June 30, 1916, produced 776,000 tons or an increase of 79,000 tons. Not only was this extra production of 79,000 tons available for the market, but the stocks of paper on hand within that year were reduced 25,000 tons, which means a total increase of 104,000 tons for the market over the year 1915. In fact, it even means more, for the mills stocks increased during the preceding year in spite of the low production. We have no stock at present. Inasmuch as our exports increased approximately 21,000 tons over the year preceding, it is evident that the paper mills of the United States produced for the domestic trade 83,000 tons of book paper more for the last year's consumption than for the former year. These figures do not take into account the reduced stock on hand with the jobbers or the publishers in the United States. If they did, it is likely that the increased consumption in the United States for the year 1916 would amount to something like 100,000 tons or an increase of about 15 per cent and this in the face of a shortage of raw materials such as we have never before experienced.

The mills of the United States are working to full capacity for the first time in many years, but they can not produce an unlimited amount of paper. At the beginning of the last mentioned fiscal year, the book mills in the United States were losing on the average about 16 per cent of their time on account of poor business conditions. About the first of September of last year the demand began to increase and has continued up to the present time. The mills at the same time, of course, increased their operations with the demand until the maximum was reached. Since the first of March of this year the book mills in this country have run slightly over 97 per cent of the time continuously, that is to say counting 24 hours to the working day and six days to the week they have on the average lost but 3 per cent of the actual time. This loss is accounted for by accidents, shortage of supplies, transportation and labor difficulties, etc. Ordinarily an industry which operates at 90 per cent of its rated capacity in prosperous times is thought to be doing well.

It might be a matter of some surprise to you to hear that there has been such an increase in the production and consumption of book paper, but the above is the exact truth and the fact that the entire production has been consumed is conclusive evidence that this country is busier than it has ever been before.

The high prices currently reported for book papers are mostly for spot deliveries. I believe I am safe in stating that at least 50 per cent of the output of our book mills is still being delivered on old contracts at former prices, altho the paper has been produced with high priced materials and higher priced labor. This fact, of course, materially reduces the profits which the mills are reputed to be making. Of course these contracts will run out eventually and will not be renewed at former prices. Nearly all of the large mills in the United States have been in the habit of contracting from 50 to 80 per cent of their total output and of course could not foresee the conditions which have come about during the past six months.

Many consumers of paper have contended that any advances in prices should represent the actual increase in the cost of manufacture. Such consumers are of course speaking only from their own self interest. It is a fact that for many years they had purchased paper in the cheapest market with no complaint from the manufacturer. Had these same consumers been guaranteeing a definite percentage of profit to the manufacturer during times of depression, it might be ethical for them today to ask that the increase of price represent the actual increase in cost, but as no such guarantee has ever been made, I can not see why the manufacturer today is not entirely within his ethical rights in selling his product wherever it will bring the best return. The fact that the mills have not marketed their market abroad is to their moral credit as well as to their business sense.

In the past the law of supply and demand has operated as the basis of all paper sales and logically must apply as the basis today if the manufacturer is to be considered as having had a fair deal.

Some idea of the difficulty that is encountered in obtaining the necessary raw materials for manufacture may be of interest to you. In the first place nearly all domestic manufacturers had contracts for Scandinavian pulp when the year opened—most of these contractors have failed to deliver, and it is impossible for the American manufacturer to go over to Sweden to enforce delivery, or sue for damages, therefore, he must buy in many cases the same pulp which he has under contract but pay for it on the market price, altho the paper which he makes from the pulp may be under contract at a very low price. We have had the doubtful pleasure of purchasing 4,000 tons of Scandinavian pulp within the past 60 days; only about 700 tons of this pulp has been delivered, and we are not liable to obtain knowledge as to when we will recieve the balance. We feel that some very expert trading around has been done on contracts under the guise of war emergency, but of course it is impossible for the domestic manufacturer to do anything except accept what pulp he is able to obtain at whatevo price he is asked to pay and to pass the difference in cost on to the consumer.

A very large tonnage of English China Clay is used in the manufacture of coated paper. Ordinarily this is imported in small parcels of about 1,000 tons, but for a number of months past the shipments have been delayed and the imports reduced. We have been advised by our English connections to import a whole ship load of English clay as they said that the imports would proably be discontinued altogether for various reasons.

In order to bring in a ship load, which would arrive with tolerable certainty, it was necessary to charter an American vessel. This was done and 5,000 tons of English China Clay was imported in one ship. Of course its was necessary to build a special building to hold this enormous loose bulk of clay, and the additional freight alone on this item was $25,000.

Before the war the American coating mills were in the habit of importing their casein, which is a glue made of milk, largely from France, but since the war started such supplies were shut off, as the French soldiers evidently needed the cheese for food. The consequence was a raise in the price of casein from the average of about 7c per lb. to any figure up to 28c. This rise alone would add approximately 1½c per lb. to the price of coated paper. The price of good casein today is about 20c per lb. As it is necessary to carry at least eight months supply on hand in order to be safe it is obvious that the mills' risk and interest charge on this item is at least tripled and in case of fire or flood their suplies would probably not be replaceable at any price whatever.

Taking it altogether the manufacture of paper today is not an easy game, altho one that will appeal to any man who is fond of excitement and who likes to take a few gambling chances.

I believe that the paper manufacturers of the United States have on the whole acted towards their trade in as creditable a manner as any trade in any other business whatever. We have realized that while the present is a seller's market, that conditions will some day be reversed and that the Golden Rule is today a good maxim under which to operate.

# Good Things for N. E. A. Convention

Minneapolis, Minn., Jan. 4, 1917.

My dear Mr. Herbert:

It will not be possible to get, for your January issue, very much of our 1917 program and itinerary.

The local committees will all be at work from this time on. They come together tomorrow for the first time to make definite plans.

The general committee has been in session two days. If I could feel safe in making public all the good things outlined, I am afraid it would be hard to make some of our membership believe me. Let me, however, say to you that when my final official bulletin is mailed out, it will be a revelation and a pleasure for hundreds who are already planning for the meeting. The date will very likely be the week of July 8th. The West Hotel will be official headquarters. The Northern Pacific will be official line for the outing now in the incubator. The C. M. & St. Paul will be official line for eastern delegates connecting out of Chicago.

South Dakota Press Association will very likely arrange to come to the national in a body by special train. The Iowa Association is considering a similar action. North Dakota and other states will be urged to act along same line.

Minnesota will consolidate its summer meeting with the National and my opinion is that we will have the largest gathering of the association ever held. All hotels are making very attractive rates.

President Tomlinson gives assurance of a heavy literary program and the several committees named at the New York meeting will have some business problems for consideration touching upon the success of the commercial and financial side of the newspaper game that will be of interest and benefit to every publisher in the country.

So I look for a great convention and a big attendance.

Am unable at this writing to give you any idea of the probable cost, but it will be a most reasonable expense.

GEO. SCHLOSSER,
Secretary, N. E. A.

There has been much education, during the past decade, as to system, efficiency and cost finding in business, as well as to intelligent standardizing of products and practical co-operation. All this education has been most opportune and all that has been learned must be put to the test, to actual, persistent use, in order to meet the conditions that are confronting all advertisers and all businesses, as well as in the affairs of the National and State Governments. There must be preparedness and practice founded on the clearest understanding of all that has been learned and all that may be learned. Big talk is vanity and wisely developed theories or systems do not avail without adoption and actual use. Deeds count. To rest on great resources and great ideals wins neither safety nor prosperity. Ideals like faith, are of no avail without works, without direct accomplishments. Knowledge without works is not only vain but may prove a burden or waste.

## HOW HOME PAPERS ARE MEETING THE PROBLEM OF RISING COST

By E. A. Little, Detroit, Mich

The "high cost of living" as applied to the business of newspaper publishing is getting a fair share of publicity—and attention. Undoubtedly it has caused much uneasiness in all sections, but the city newspaper has more remedies at its disposal than its smaller brother, the country weekly. It has been estimated that hundreds of the newspapers published in the smaller towns must eventually suspend should paper prices remain at the high level, and other costs continue to advance, provided adequate means of offsetting these costs are not evolved and put into practice. It is of the smaller papers that this article is written. Should any paper, by perhaps snatching a worth-while idea from the illustrations given, be able to keep its head above water during this critical period, or mayhap swim up the stream of prosperity a distance of varied length, the article will have been worth the writing.

To get down to fundamentals, what comprises this increase in costs? News print has gone "sky-high." Every paper in the country has felt or will feel the effects of the rise to $3.10. A paper at St. Clair Heights, Mich., a "neighborhood newspaper," whose paper costs formerly were about $25 a week, now has a weekly bill of $70 to pay for the one item of paper alone.

Everything used in the average newspaper office has undergone an increase in price, from the "devil" up. Type has raised; metal for linotype has increased about 250 per cent; ink has joined the rest; the girl who sets the locals demands more money than she has customarily received. Living costs for the editor, coal, light, rent, taxes, even soap, and the laundry charge assessed against the office towel have leaped skyward. With all the foregoing known and "cussed" by every editor in the land, and no obvious method in sight for reducing these costs, the problem is to secure more income from the newspaper business to meet them—or devise a workable system to cut expenses to the bone.

A cost system is the one great essential. Many country papers have such a system. Others are installing one. The rest must eventually install one, or their chances of reaching the shore of financial security are small. While many publishers know or believe they are losing money, they would know where the loss was, could put their finger on the spot, could stop the leak. Should an unprofitable department or line of work be found, steps could be taken to raise the revenue, or perhaps discontinue that line of work. But without a cost system the publisher is going it blindly. He may not realize it, but it is true nevertheless.

A simple method of "bucking" the problem of rising costs is to raise subscription prices. This has become quite the fashion in many communities, and many an editor will join the procession who a year ago would have been frightened at the mere suggestion of charging $1.50 for his paper. Higher costs furnish a good excuse. "A better newspaper" is a better excuse. Give it to them.

It is notorious that advertising rates in country weeklies are too low. Advertising is not profitable to the publisher at rates of 10 cents and lower per inch. It should be sold at not less than 25 cents an inch in practically all country newspapers depending somewhat on circulation. Suppose advertisers do kick and threaten to quit advertising, and actually do quit? They will see the justice of the editor's position in a short time, or will realize the necessity of continued advertising in the home paper, and will be back in due time. And suppose they don't come back? The increased income secured from the advertisers who "stick" will more than make up for those who develop the proverbial frigid pedal extremities.

Job work can stand a boost in rates as logically as advertising and subscriptions. It costs more for compoition, presswork, paper and ink and labor than it did a year ago, or ten years ago, and the customer should share in the increase, not the publisher alone.

An item sometimes overlooked is the possibility of creating new and profitable business where none was secured before. The resourceful publisher will be able to think of many ways in which he can develop money-making plans. His print-shop represents a considerable investment, and should be kept running to capacity with profitable work. A study of trade papers by the editor, and putting into practice some of the plans read about, is a common-sense course to follow. Try 'em all—that look feasible. They will not all prove whirlwind successes, that is true, but enough will prove "good" to repay for all the effort spent.

In the line of reducing expenses there is much to be said. A country paper in Illinois, a short time ago, put into practice some radical ideas, and they have been a success from the start. The paper had consisted of eight pages, four inside pages being boiler plate. The boiler plate was discontinued, and a four page paper issued. Some saving in paper bills! A smaller type face was used, set solid instead of leaded, and the actual loss in amount of news was small, if any. All news was strictly censored to determine its value to local people, and in so doing a vast amount of "trash" discovered which really has no place in a country weekly.

Simultaneously with the reduction in size, advertising rates were rraised from 10 to 25 cents an inch. Advertisers kicked, and many reduced the size of their ads, but most of them "stuck" and at the end of the first three months of the arrangement were well satisfied. Their ads are now sure of being placed alongside pure reading matter, and better yet, that reading matter is of the highest news value.

Free write-ups, church notices, and the like have been discontinued by most progressive papers. This list could profitably be extended to cover much of the theatrical, sport, automobile and other "news" furnished the editor with the request that he give it space in his paper—said white space costing the editor a definite amount in dollars and cents.

Coöperative buying of paper and other supplies may become a popular and efficient method of reducing costs in the publishing business. It is being tried in at least one state, and should it prove a success there, will undoubtedly be taken up elsewhere. Publishers, in a given county might profitably organize for this purpose, if they are not organized now. In any event they should be organized—in county, state and national associations. In the county gatherings matters of interest locally could be discussed, problems solved, friendships formed, and a united front presented in dealing with such things as have been presented.

The country publisher can save himself, with a reasonable application of business principles to his business. More, he can place himelf in a commanding place in his community, where he belongs, and can command the admiration and respect of his people. What more does any man want—or need?

E. A. LITTLE,
1062 Montclair Ave., Detroit, Mich.

## ANALYZING AND TRACING LIFE HISTORY OF ADVERTISEMENT CONSTRUCTION

### The Twelve Ages of an Ad

An interesting course of twelve lectures are in progress at the Publicity Building, 44 Broomfield Street, Boston, arranged by Pilgrim Publicity Association, on the Life History of an Advertisement. These are given in the form of talks or laboratory discussions, by recognized authorities, on the steps that should be taken in the construction of an advertisement. The lectures are confined to thirty minutes each and the subjects treated contain not only suggestions of how many things enter into the perfection of a complete, living advertisement, but are instructive as to the means and knowledge necessary. The series of addresses commenced on October 27, 1916, and will be completed January 26, 1917. The several steps have been or will be discussed by the following prominent well known advertising experts:

October 27, "Laying Out the Task," Paul T. Cherington, assistant professor of marketing, Harvard; November 3, "Studying the Customer," John K. Allen, advertising manager, Christian Science Monitor; November 10, "Allowing for the Advertisers' Production Problems," Roy H. Flint, advertising manager, Park & Pollard Company; November 17, "Analyzing the Product," Harry Tipper, advertising manager, Poultry Company, New York; Nov. 24, 'Devising the Message," Carroll Westall, advertising manager, Chapman Manufacturing Company; December 1, "Dressing the Advertisement," Barnard J. Lewis, president and manager, Stetson Press; December 8, "Direct by Mail," E. R. Crowe, eastern advertising manager, System Magazine; December 15, "Trade Papers," Walter B. Snow, publicity engineer; January 5, "Magazines and Newspapers," Frank A. Black, advertising manager, Filene's Sons Company; January 12, "Outdoor and Miscellaneous," Howard Hillman, Eastern Advertising Company; January 19, "Finding and Recording the Costs," William H. Ingersoll, marketing manager, Robert R. Ingersoll & Co.; January 26, "Measuring the Results Achieved," Melville Smith, New England manager of advertising, Curtis Publishing Company.

In these different topics are shown the ideas of preparedness, of systematic study and careful planning, designing, or laying out as of some important structure for definite purposes; studying the needs, tastes and desires of the one whose approval, goodwill, and custom are to be won; considering the problems to be met in the production in order to meet the demands and fully satisfy the customer; studying and analyzing the product so as to understand and to convincingly set forth the salient, desirable and convincing features, or points; having analyzed, then comes systemizing, putting together in a harmonious, pleasing, satisfactory structure, omitting no needed part or thing, that has been revealed by the study and analysis; then finishing, dressing, painting the structure so as to secure attractiveness, satisfying completeness and finish that will attract, interest and hold. Then follow the different methods of reaching the customer most effectively and economically, and herewith comes the finding and recording the costs. For general, permanent business, when the whole public is to be addressed and reached, the newspaper has been proven the best medium or means, the most efficient, economic and lasting, but where the members of a particular trade or calling are to be reached, the trade paper, that has no waste circulation, is best and both these may be aided or supplemented by outdoor and miscellaneous advertising by means of posters, circulars, catalogs, leaflets and advertising sheets for which the newspaper or trade paper advertisements have prepared the way, thru imparting of general information, winning confidence and goodwill. Circulation, etc., should ever be considered as secondary or supplementary to the newspapers and trade papers, tho when the way has been prepared, they may clinch sales and secure more direct returns. Permancy is the winner in business in the long run. Desultory, transient advertising, if on a large scale with thoro circulation, may secure more immediate results but do not secure permanent or lasting goodwill. The results are transient or desultory like the advertisements, that, like scattered leaves, have no abiding place and are swept up and carried away or burned up as littering up rubbish.

* * *

## BUILDING UP THE BUSINESS

John J. Fisher, Hopkinton, Mass.

More than half the battle in printing is to please the customer; the balance, to the successful business man, is to please himself, and in pleasing himself he must know that his work is of the best quality and will be paid for at quality rates.

To enhance the value of one's output the advertising power must be reckoned with. The grip—the interest and the necessary brevity that attracts the eye of the busy man—a vivid story framed in an artistic type arrangement is a compelling salesman—one is as necessary to the other, as sunlight and air to the living animal. A well arranged, beautiful type picture creates no enthusiasm in the average man, unless there is a story—compactly stuffed with the meat of interest—the plain truth laid bare beneath the eye of the reader.

And it is to the attractive, typographical picture we must first of all come—secondly to the story brimming with vital force—the force that compels the reader to continue and between these two magnets no opposition can prevail.

Yet time was when typographical artistry did not create any interest whatever. The buying public are acquiring a new discernment in such matters, and the printer often finds he cannot "get away with" the manner in which it was done before. The buyer will no longer stand for the "shoddy work" which he has hitherto looked upon with disgust, yet failed to complain of because of regard for the feelings of the printerman, whom he felt knew his business.

The printer with the best and newest type faces is the one who can lead his competitors a merry chase—he is not obliged to sell his product for half its real value nor is he patronized by a cheap and undesirable clientele. His customers merely call and say "do me as good a job as I had before and I shall be happy." They do not stop to inquire if paper or type metal has advanced in price. If the bill comes to more, it is usually protested, but generally there is a good natured submission when the new conditions are made known.

Buyers of printing want the latest and best and the printer who is qualified to be called such, must have an office outfit to meet the demand.

Buy the newest and best type faces; do not attempt to compete with other printers with your old worn out types—you cannot. Do not charge for your work as if you did not know its real value—remember your costs—

your expenses, and also remember that you are in the habit of receiving a salary for your efforts. If you can find any reason for underselling your rival and charging less than half of what he estimated the job to be worth, then you are really in business for spite not for profit. In small towns this is unfortuately the case. The capable printer is frequently undersold by printers who turn out a poor grade of work and make a habit of quoting a price which is unbelievable and outrageous, and is given merely to make the other fellow ashamed of himself—it often turns out that the "Cheat John" is really the sorry one in showing his lack of good fellowship and business ability.

## THREE SCORE AND TEN YEARS

### The Geneva, Illinois, Republican Celebrated Its Seventieth Anniversary

In honor of its Seventieth Anniversary, on January fifth, the Geneva, Illinois, Republican, properly devoted large space to the history of the paper and community, with incidents by old residents, in some of whose families the paper had been a regular visitor for the seventy years The name of the paper was first, in 1847, the Western Mercury, and was established by Benjamin Franklin Wilson, an Englishman by birth, who seems to have possessed some of the characteristics of the great American, for whom he was named. He was an industrious and practical printer who had been trained in journalistic work. That he was a scholar, as well as an indomitable worker, is evidenced by a story of a book,—which he prepared and printed. Of this publication, the account states:

"The most unique book that ever was published. It is called the 'Emphatic Diaglott'; a book of 300 pages containing the original Greek text of the New Testament. The plan of his work was the Greek on the left of the page, interlined with a literal word for word translation, placing the English word directly under the corresponding Greek word. On the right of the page is the new version for general reading. It contains foot notes for the elucidation of the text and quotations from the Old Testament. An appendix gives all geographical and proper names arranged alphabetically, together with peculiar words and phrases. A history of the Greek M. S. S. and of the different English versions complete the work. This is the greatest work ever done by one person in the state, if not in the United States For eight years Benjamin Wilson worked hard and steadily to accomplish his purpose, prosecuting it oftentimes under discouraging and embarrassing circumstances. A year ago he was alive, and residing in California."

Speaking of the paper in those early days, the Republican records some of the difficulties encountered and hardships endured:

"Then thru four years of actually the hardest panic Northern Illinois has ever known, Wilson & Crockcroft struggled on, and often they could not get enough support to pay actual expenses. The great medium of news in those days was the stage coach, and its arrival was hailed with delight by the inhabitants as well as the newspaper man."

John Wilson succeeded his brother, Benjamin F., as an editor and of the paper under his management, it is stated:

"During these eight years John Wison had been editing the Kane County Advertiser, (the then name of the paper), pursuing his work with precision and giving his readers a paper clean and wholesome and devoted to a legitimate purpose, that of making a living for himself and giving his readers a representative to which the older readers now refer with pride and call it one of the best. About 1861 one of his two sons, who had been his principal help, went into the army, and the paper was reduced to half size and was not enlarged until after the close of the war, at which time its name was changed to the Kane County Republican. Under John Wilson the influence of the paper was greater than at any other time since its start. Altho not a party organ it advocated the best principles of the Republican party and its doctrines were those of a man whose writings carried the stamp of thought, strength of character and a distinct sense of right and wrong."

The paper, like nearly all others, has had many changes. The present publishers are Charles B. Mead & Son and that there has been growth, and yet some losses, is indicated by the following:

"In August 1895, the Republican took possession of the building built for its accommodation, and the plant includes all that makes up a first-class country newspaper office. In January, '96, the publisher dropped the 'patent insides' reducing the size to a four page folio, and in April of that year began to issue it twice-a-week. The hard times coming on soon afterwards it did not provide a profit, but the change was very acceptable to the local and county readers who believed the community had outgrown the weekly newspaper."

That the paper, as should be all worthy newspapers, is appreciated, is shown by the following extracts from a letter of one of the old subscribers:

"Editor Republican: I desire to congratulate Geneva's newspaper upon reaching its seventieth anniversary. What would a town be without its local items gathered and chronicled each week, and Geneva is to be counted lucky upon the fact that it is given a semi-weekly. * * * *

"I have seen Geneva grow from cow paths to wooden walks, then cement walks and modern business places and palatial homes, and during all these years the Republican has kept pace with, if not ahead of its growth, and during all these years, too, it has been a constant visitor in the home of myself and relatives.

"With very best wishes for the Republican and all connected with its management and work shop, I remain,

"Respectfully yours,

"HENRY W. HAWKINS."

## IMPORTANT CHANGES IN THE ROYLE ROUTING CUTTERS

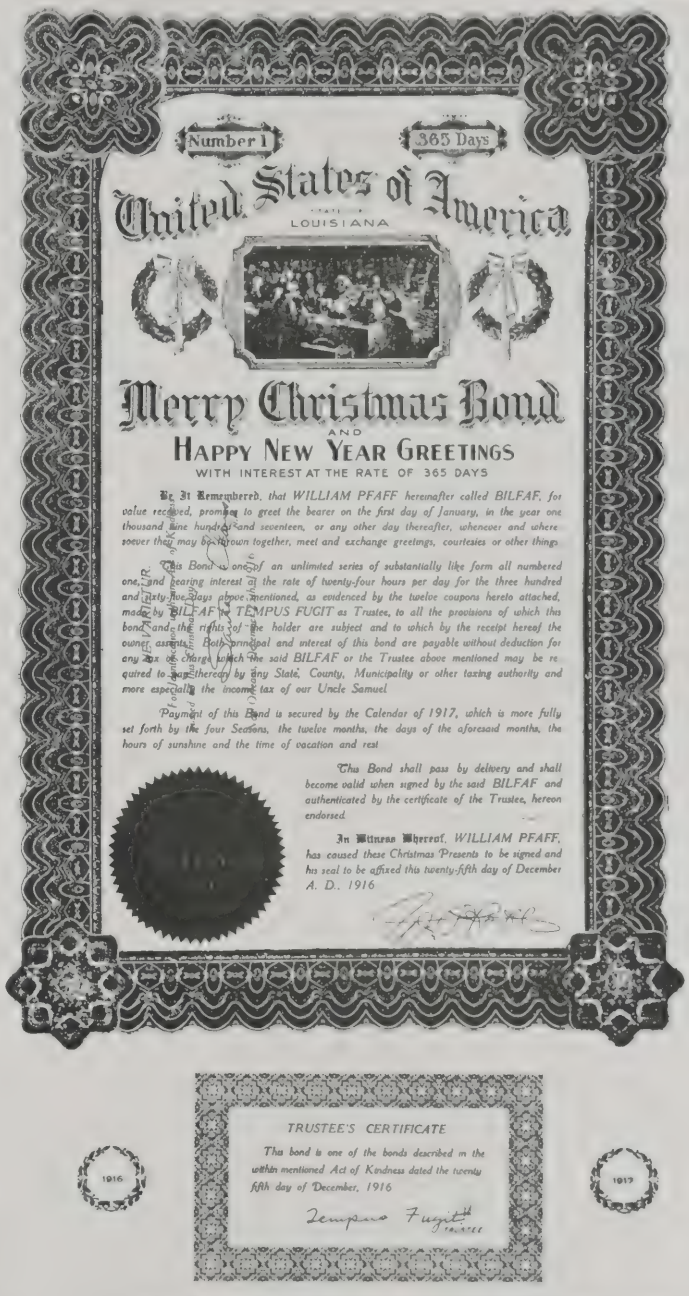
John Royle & Sons, of Paterson, New Jersey, are sending out a neat, illustrated booklet describing and illustrating important changes in the Royle Routing Cutters, of which they now offer three brands—blue, white and red, identified by style letters on the cutter with number; each made from a different modern steel possessing qualities particularly suitable for different phases of routing cutter service.

During recent years the art of steel making has advanced very rapidly—new steels have been developed and perfected that are better than the best had been before—and they now offer patrons an opportunity to select from the latest and most modern of these.

Each of the three brands is manufactured in a complete line of styles and sizes, and the booklet contains more definite information than has heretofore been available as to the characteristics of the different styles, and the purposes for which they are best adapted.

# A Symposium of Holiday Greetings

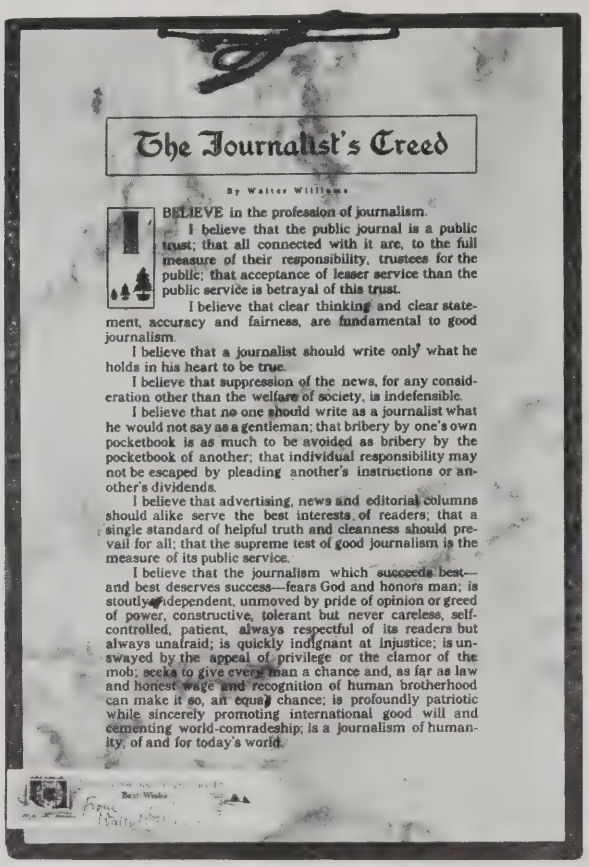
Certainly, it is well that in this land of equal rights and equal opportunities, there is one season of the year when the attention of all is called to the sentiment of "Good-will toward men" as an underlying principle of social and business life. The good influence of such an occasion for the exchange of friendly greetings cannot be estimated but should not be underprized.


Number 1
365 Days
United States of America
LOUISIANA
Merry Christmas Bond
AND
HAPPY NEW YEAR GREETINGS
WITH INTEREST AT THE RATE OF 365 DAYS
Be It Remembered, that WILLIAM PFAFF hereinafter called BILFAF, for value received, promises to greet the bearer on the first day of January, in the year one thousand nine hundred and seventeen, or any other day thereafter, whenever and where soever they may be thrown together, meet and exchange greetings, courtesies or other things
This Bond is one of an unlimited series of substantially like form all numbered one, and bearing interest at the rate of twenty-four hours per day for the three hundred and sixty-five days above mentioned, as evidenced by the twelve coupons hereto attached, made by BILFAF to TEMPUS FUGIT as Trustee, to all the provisions of which this bond and the rights of the holder are subject and to which by the receipt hereof the owner assents. Both principal and interest of this bond are payable without deduction for any tax or charge which the said BILFAF or the Trustee above mentioned may be required to pay thereon by any State, County, Municipality or other taxing authority and more especially the income tax of our Uncle Samuel
Payment of this Bond is secured by the Calendar of 1917, which is more fully set forth by the four Seasons, the twelve months, the days of the aforesaid months, the hours of sunshine and the time of vacation and rest
This Bond shall pass by delivery and shall become valid when signed by the said BILFAF and authenticated by the certificate of the Trustee, hereon endorsed
In Witness Whereof, WILLIAM PFAFF, has caused these Christmas Presents to be signed and his seal to be affixed this twenty-fifth day of December A. D. 1916
TRUSTEE'S CERTIFICATE
This bond is one of the bonds described in the within mentioned Act of Kindness dated the twenty fifth day of December, 1916
Tempus Fugit
TRUSTEE
1916
1917

It is well, too, that this season begins with the celebration of the humble birth of the Babe of Bethlehem, the Child Jesus, who came into a life of service and supreme sacrifice; who grew up and labored midst the burden bearers of his day and then taught, suffered and died that others might have a more abundant life and come into a broader heritage and understanding of love for mankind; a desire for the good of all, and a peace, faith and abiding hope that passeth all unenlightened, human understanding. It is well that the season of good-will, kindliness and cheer comes at the close of the year, at the end of twelve months of golden activities and joys, as well as of struggles, misunderstandings, disappointments and sorrows, and extends with hallowed influence over into the New Year with oncoming burdens and hopes, when there is need of encouragement to higher resolution and nobler efforts. Most appropriately are greetings of good will, of friendship and well wishes exchanged during this season. It matters not if these merge into a touch of business as well as of friendship, for business holds a very large place in life and he who has no work and care in the world can know nothing or very little of the pleasures of friendship, sympathetic well wishes and good will or of the real depths of earnest living, with its struggles, victories and joys of service and accomplishment.

The increase in these greetings, the improved artistic

beauty, the richer sentiments, the broader thoughts contained therein are evidence of higher appreciation of all that the season may be made to signify and to contain. We are deeply grateful for many appreciated remembrances and, believing in the wider good that may come therefrom, we have reproduced a few of these as worthy examples and note briefly others that are alike appreciated:



The Journalist's Creed

By Walter Williams

I BELIEVE in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

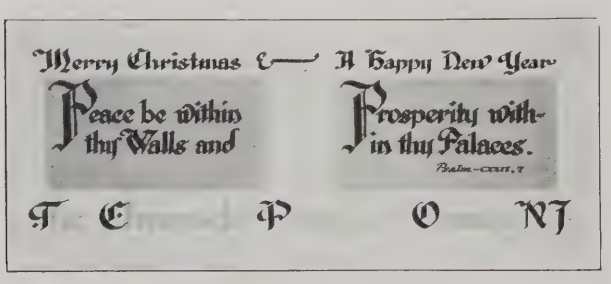
I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.

From Taylor & Taylor of San Francisco, Cal., comes a handsome four-leaf folder presenting a view from a window on Russian Hill, of the city and bay, with greetings and a descriptive sonnet by Edward Robeson Taylor, after the photograph study of the view by W. E. Dussonville. The whole is both artistic and pleasing and the lines contain an inspiration to "new-born courage."



Merry Christmas — A Happy New Year

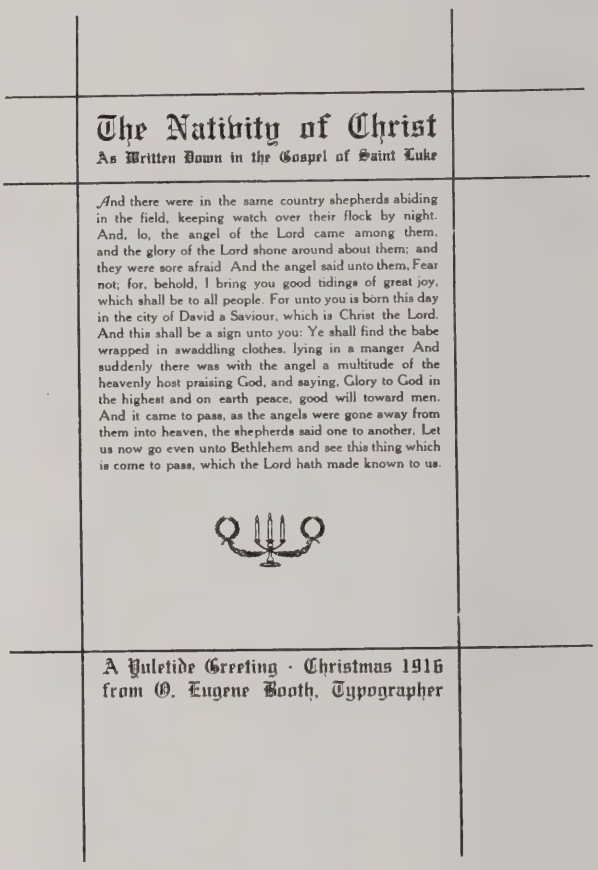
Peace be within thy Walls and

Prosperity within thy Palaces.

Psalm—CXXII, 7

Editor John Clyde Oswald sends a similar folder as to size and paper with the first page devoted to old style illustrations to Bible stories, surrounding a center tablet on which the following words are printed in Old English letters: "A Sermon on Tolerance, adapted by Benjamin Franklin many years ago from an earlier work of unknown origin. Sent to you as a holiday greeting in this year of our Lord nineteen hundred and seventeen, with the best wishes and sincere regards of John Clyde Oswald."

The story or sermon on tolerance, appropriate to this age and all other lands, appears on the fifth page, the other pages being left blank, and is as follows:



The Nativity of Christ

As Written Down in the Gospel of Saint Luke

And there were in the same country shepherds abiding in the field, keeping watch over their flock by night. And, lo, the angel of the Lord came among them, and the glory of the Lord shone around about them; and they were sore afraid. And the angel said unto them, Fear not; for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord. And this shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes, lying in a manger. And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, Glory to God in the highest and on earth peace, good will toward men. And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go even unto Bethlehem and see this thing which is come to pass, which the Lord hath made known to us.

A Yuletide Greeting · Christmas 1916
from O. Eugene Booth, Typographer

**"On Tolerance"**

"And it came to pass after these things, that Abraham sat in the door of his tent, about the going down of the sun.

"And behold a man, bowed with age, came from the way of the wilderness, leaning on a staff.

"And Abraham arose and met him, and said unto him, Turn in, I pray thee, and wash they feet, and tarry all night, and thou shalt arise early on the morrow, and go on thy way.

"But the man said, Nay, for I will abide under this tree.

"And Abraham pressed him greatly; so he turned, and they went into the tent, and Abraham baked unleavened bread, and they did eat.

"And when Abraham saw that the man blessed not God, he said unto him, Wherefore dost thou not worship the most high God, Creator of heaven and earth?

"And the man answered and said, I do not worship the God thou speakest of, neither do I call upon his name; for I have made to myself a god, which abideth always in mine house, and provideth me with all things.

"And Abraham's zeal was kindled against the man, and he arose and fell upon him, and drove him forth with blows into the wilderness.

"And at midnight God called unto Abraham, saying, Abraham, where is the stranger?

"And Abraham answered and said, Lord, he would not worship thee, neither would he call upon thy name, therefore have I driven him out from before my face into the wilderness.

"And God said, Have I borne with him these hundred ninety and eight years, and nourished him, and clothed him, notwithstanding his rebellion against me; and couldst not thou, that art thyself a sinner, bear with him one night?

"And Abraham said, Let not the anger of the Lord wax hot against his servant; lo, I have sinned; forgive me, I pray thee.

And Abraham arose, and went forth into the wilderness, and sought diligently for the man, and found him, and returneth with him to the tent; and when he had entreated him kindly he sent him away on the morrow with gifts.

And God spake again unto Abraham, saying, For this thy sin shall thy seed be afflicted four hundred years in a strange land;

But for thy repentance will I deliver them; and they shall come forth with power, and with gladness of heart, and with much substance."

"The best laid plans of mice and men gang oft agley"

On December 16, fire destroyed the plant of the Observer Printing House, and incidentally a Greeting Card intended for you, my friend.

Hence, the form of greeting today is but ordinary; the greeting itself, however, lacks nothing in its heartiness and sincerity.

May yours be a doubly Merry Christmas.

Christmas, 1916 F. Wm. E. Cullingford

### A Greeting and Good-bye

After serving the Inland Printer as editor for more than a quarter of a century Editor A. H. McQuilkin accompanies his holiday greeting with a good-bye, both worthy of the man:—

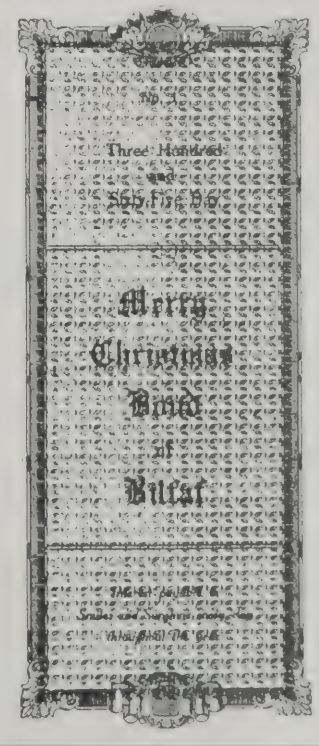
#### Good Faith

Confidence that endures,
Good-will and Happiness insures—
No power can break this one supremest thing—
May it attend your going and your homecoming.

A. H. McQ.

"Goodbye." With good wishes to all for a Happy and Prosperous New Year, the Editor of the Inland Printer, with a regret that can be more easily imagined than expressed, finds it expedient to say "Good-bye" so far as his connection with this publication is concerned. This is the last number of the Inland Printer to bear his title as editor. A most grateful appreciation of the friendly and loyal coöperation of the editors of the various departments and of the contributors of all kinds in general, gives him hope that the educational work he plans to develop in the future will have their sympathetic interest. Announcements in this connection will be made at a later date. Mr. Harry Hillman, who has for several years acted as associate editor, will guide the destinies of the Inland Printer to a still greater success than in the past, and the retiring incumbent bespeaks for him the same cordial support that has sustained the publication for the third of a century and made the Inland Printer of world-wide reputation.

Printed on wall paper of a very neat pattern, comes the following from Colorado:




#### Postscript

It was our desire to have this Happy New Year Message printed upon nice crisp Wrapping Paper so that our business friends would know that we considered nothing too good for them, but when we went into the market we found that Wrapping Paper costs more than white News Print paper and that that costs the same as gold

Thanks for your generous patronage during 1916 —for the orders, the remittances, the kind words, the criticisms—we are grateful for them all. Each and every one has done us good.

We are stronger for the part you have played in our prosperity, and know if we have served you well in the past, we will serve you still better in 1917.

We are ambitious, not alone for ourselves, but for our patrons as well. It is only by making good for you that we can make good for the Western States Envelope Co. In that spirit we solicit your continued patronage.

A Merry Christmas and A Happy New Year
we sincerely wish it for you

Western States Envelope Co.
Milwaukee

NEW ADDRESS, CORNER FERRY AND S. WATER STS.

1916

In the friendly spirit of Christmas
we send our best wishes for your
health, happiness and prosperity through
all the months of the New Year

The Stone Printing & Manufacturing Co.
Roanoke, Virginia

1917

MAY IT BE THE BEST YEAR YOU EVER SAW & THE WORST ONE YOU EVER WILL SEE

IS THE WISH OF
MR. & MRS. LEVI L. SMITH
BONNER SPRINGS
KANSAS

With kindest thoughts and best wishes
for Christmas and the
New Year

Mr. and Mrs. Ernest H. Tomlinson

Morristown, N. J.

I wish you
the Merriest of
Merry Christmases and
I wish you Great Happiness
and Abundant Prosperity,
not alone for the year
Nineteen Seventeen,
but for the years
to come

Axel Edw. Sahlin
The Roycroft Shop, East Aurora

THE CHRISTMAS SEASON brings with it time-honored customs. We wish to join with your other friends in an expression of cordial Good Will.

THE DAVIS PRESS
NEW BEDFORD, MASSACHUSETTS

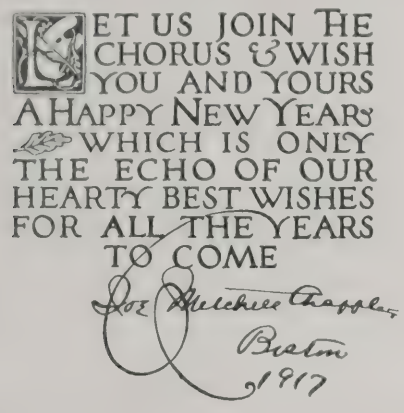
IF I could tell you all that's in my heart
Or even a fraction of my thought impart
To tell my hopes, my wishes; all your heart desired
Should be fulfilled; and still my pen, inspired,
Would write a tome of prayers for happiness and joy,
And life should be a song without alloy;
And then, another book I'd write, its pages without end,
Just to express my meaning when I call you friend.

HARRY STANLEY GRIFFIN

January, 1917

A MERRY CHRISTMAS

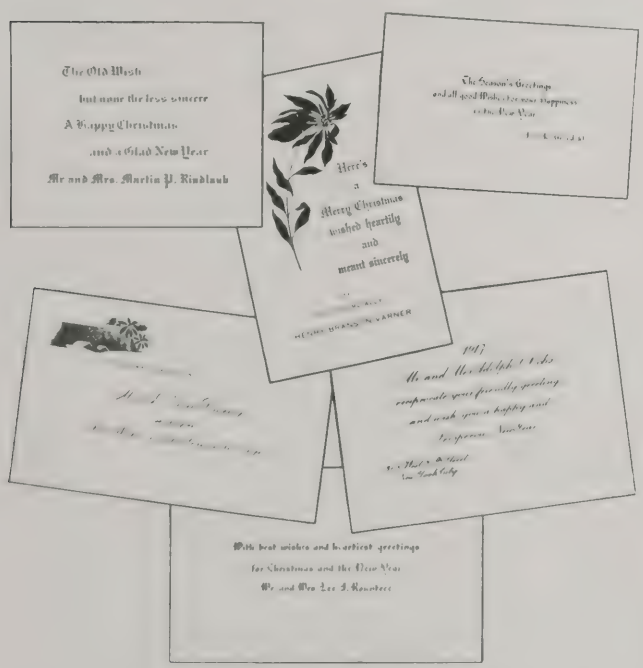
leaf or thereabouts, and aside from the cost (which we might at this open-hearted season feel able to afford) there exists grave danger of a famine of both, so out of consideration to the public and to stave off the threatened famine a little longer we have resorted to the old war time expedient of stripping the wall paper from our vacant rooms in order that you may get this New Year Greeting this year.


LET US JOIN THE CHORUS & WISH YOU AND YOURS A HAPPY NEW YEAR WHICH IS ONLY THE ECHO OF OUR HEARTY BEST WISHES FOR ALL THE YEARS TO COME
Boston
1917

### To Ye Friends of Ye Editor

Permit me, Old Top, to wish ye a Happy Newe Year and all the joy and success and good fortune that could come to one man in one year, including the highest price for what Ye have to sell and the lowest price for what Ye buy, including also Ye great blessing of health and happiness in your home life, and besides peace and contentment and sweet satisfaction with life in general, for believe me, Old Top, after all, money and profits have little to do with ye major joys coming to mankind on this green earth and surely nothing whatever in ye next.

GUY U. HARDY,
The Daily Record, Canon City, Colo.


The Old Wish
but none the less sincere
A Happy Christmas
and a Glad New Year
Mr and Mrs. Martin P. Rindlaub
Here's a Merry Christmas
wished heartily and meant sincerely
With best wishes and heartiest greetings
for Christmas and the New Year

From the many other greetings, all in beauties of holiday adornment, the following are given as samples of all the others that are equally appreciated:

### Goodwill

The good-will of an engraving and electrotype concern is a negligible quantity as compared with the good-will of the many kind friends who really create the business that keeps the organization going.

The New Year is an appropriate time for acknowledgments, and we take this occasion to thank you very cordially for your every effort in our behalf. We know and are sure you believe we will make a greater effort than ever thru all the months of nineteen hundred and seventeen to render the best possible service in filling your most valued orders.

Yours sincerely,
GLOBE ENGRAVING & ELECTROTYPE CO.

And ther were in the same region shepherdes, watchyng and keppynge their flocke by nyght. And lo, the angell of the Lord stode harde by them, and the brightnes of the Lorde shone rounde aboute the, & they were sore afrayed. And the angell sayde vnto the: Be not afrayed. For beholde, I bringe you tydinges of greate ioye, that shall come to all people: for vnto you is borne this daye in the cytie of Dauid, a sauecure which is Christ the Lorde. And take this for a sygne: ye shall fynde the chylde wrapped in swadling clothes, & layed in a māger. And streyght waye ther was with the angell a multitude of heauenly soudyers, praysing God: & sayinge: Glory to God on hye, & peace on the erth. & vnto me a good wyll.

This first Christmas message,
in the quaint print of long ago,
(a portion of a page from an old Bible)
contains my greeting to you.

EDMUND G. GRESS.

218 Weirfield Street,
Brooklyn,
1916.

### Season's Greeting

Never a Christmas morning,
Never the Old Year ends,
But somebody thinks of somebody;
Old days, old times, old friends.
With kindly Greeting let this say
We are thinking of you this Christmas day.

MR. AND MRS. S. J. HUMPHREYS,
"News," Bolivar, Pennsylvania.

Chicago, January 3, 1917.
National Printer-Journalist, Chicago.

Dear Friends:—Our oganizations extend greetings for

a happy and prosperous New Year. All that is within the power of this firm, thru its individuals, to give you in good wishes or service, feel assured, all is yours.

This applies at this season, as is fitting. But it applies equally at all times during the year—especially on days that are not brightened with holiday thoughts—on the rainy, dismal, drab days of the year, when a smile or optimistic service shines out like a silver lining from behind dark clouds.

Sincerely,
THE BUCKIE PRINTERS' ROLLER CO.
BUCKIE PRINTERS' INK CO.

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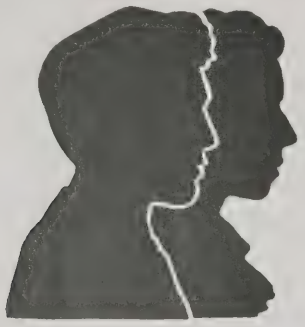

**With ye Heartieſt of Greetings**
**And ye Beſt of Wiſhes true**
**For a pleaſant time on Chriſtmas**
**And a Happy Year to You**

**Arvilla & Arthur Cole**
**Narberth · Penna**
**1916–1917**

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Let us make the
New Year happy,
by exerting; each one
of us our utmost effort, toward
bringing back the joy of
peace on earth, good will toward man.

SYRACUSE SMELTING WORKS.

Brooklyn, N. Y., January first 1917.

✧ ✧

## PRINT HOLIDAY CARDS

The following letter, including a dozen or more excellently gotten up and artistically printed holiday cards, carries a good suggestion for all print shops that delight in artistic printing and desire to increase the holiday work:

Office of Big Four Press Association,
Geneva, Neb., December 25, 1916.

Dear Father Herbert:—Our Service Department went after Christmas cards this year. This business should go to the printers and not to the drug stores and here's hoping you'll give the country shops a tip, in order that they will get their share next year. Happy New Year. Service Dept., Nebraska Signal."

It is a good idea to plan this line of work well in advance and to make a thoro canvass. There is no reason why the home printing offices should not have a greater share in holiday printing and the turning out of this kind of work helps to give character to the office and to make new friends. The only trouble is that many offices there is a great rush of work at the holiday season. It is a long time to next Christmas and New Year's, but we have preserved the specimens of cards, kindly sent us, and will reproduce some of them later as samples of home printed holiday cards. Such cards, especially gotten up for the parties ordering the same, are much to be preferred to those of general design. Portraits or pictures of homes, designs and illustrations that are personally appealing can be used.

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## TWO GOOD SPECIMENS OF ADVERTISING MATTER

OPPORTUNITY

FOR

ADVANCEMENT
IN THE PRINTING
INDUSTRY

The U T and F. C. A. School of Printing
Indianapolis, Ind.

The Carnegie Institute of Technology
Pittsburgh, Pa.

The Harvard School of Business Administration
Cambridge, Mass.

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Our *"Show Me"* Show

October 23 to Nov. 4

607 Chestnut St., Philadelphia

¶ That's the time, that's the date, and that's the place where we want to show you *Miller Platen Press Feeders* and *Miller Saw-Trimmers*.

¶ You may have reason to be "sore" on the subject of platen press feeders—but, no man has yet been "stung" with a *Miller Feeder*. Out of nearly 800 sold in two years selling, you can't find a "for sale" sign on any of them. Neither can you locate a dissatisfied buyer

¶ If you are timid, you can see the *Miller Feeder* operate from across the street. If you can get by with a "once over" you can watch it through the window If you are from Missouri, however, you'll walk right in with your hat on and let us put you wise to the only real, practical, day-in-and-day-out, "Run of the Hook" platen press feeder on the market. We are interested in printers who want to be shown.

¶ If you run a print-shop without a *Miller Saw-Trimmer*, it's high time for you to pick out the spot for one in your composing-room. We're demonstrating the *Miller Saw* at this little "Show Me" show of ours, just to show you that the modern print-shop can take all kinds of extra profits out of the every-day run of work simply by "knowing how" with a *Miller Saw*.

*Come early. Come often. Come again—and bring a friend.*

Miller Saw-Trimmer Company

New York Point Building, Pittsburgh, Pa. Chicago

# A Model Calendar

CALENDARS are not numerous this year by reason of the prohibitive price of paper, yet if of the right kind, calendars may prove profitable. A calendar each month, in connection with proper advertising matter, can very frequently be made effective in bringing in new orders to a printing office or advertising to a newspaper, and waste stock of high quality may be utilized for the purpose.

Among the calendars received this year, one from "The Commonwealth Press, Printers," Worcester, Massasetts, presents many novel points of interest. The sheets, one for each week, in large type and figures, with the calendar for the month at the bottom of the sheet, are four by twelve and a half inches, mounted on a handsome card, with tinted background in gray, printed in blue ink, with the name in white at the top, on a red background, surrounded by an embossed gold border in the style of an escutcheon, with the place of business beneath. The first, or binding sheet contains the following:

**"A Business Man's Prayer**

"Teach me that sixty minutes make an hour, sixteen ounces one pound, and one hundred cents one dollar. Help me to live so that I can lie down with a clear conscience, without a gun under my pillow, and unhaunted by the faces of those to whom I have brought pain.

"Grant that I may earn my meal ticket on the square, and that, in earning it, I may not stick the gaff in where it does not belong.

"Deafen me to jingle of tainted money and the rustle of unholy skirts. Blind me to the faults of the other fellows, but reveal to me mine own.

"Guide me so that each night when I look across the dinner table at my wife, who has been a blessing to me, I shall have nothing to conceal. Keep me young enough to laugh with my children.

"And when come the smell of flowers, and the tread of soft steps, and the crunching of wheels out in front, make the ceremony short and the epitaph simple—'Here lies a Man.' "

Each day has its motto or an item of local interest. Accompanying the calendar is a card printed in green on antique finished book that contains the following with the trade design or escutcheon containing name and address:

"In presenting this calendar we tender our best wishes for your happiness and prosperity during the coming year.

"In addition to the various items of local interest contained in the marginal dates there will be found on each side of the card rates of postage, parcel post rates, list of savings banks, complete calendar for the year etc.

"THE COMMONWEALTH PRESS."

Among the daily mottoes, which are all instructive and worth while, are the following:

"Successful business is impossible without friendship We appreciate yours. Happy New Year."

"Judge men by what they do, not by what you unthinkingly think they do, or what others say they do."

"The greatest possession is self-possession."

"We admire the will power of a man who is able to take a fall out of himself occasionally."

"What this country needs is railroad facilities, not railroad hostilities."

"The golden rule in business is simply in giving value received."

"Some people have nerve enough to try to cash a hat check."

"Advertising has built up more businesses and pushed them ahead faster than any other one element in the selling process."

"The golden rule in business is no longer a myth. It is becoming more and more a reality."

"Printing that sells the product is a dividend-paying investment."

"A man with push can get there but it takes the man with character to stay there."

"Making money is largely a matter of making friends —and nothing helps to make friends so much as kind words—WELL PRINTED."

"No successful business has ever been built up, under normal conditions, without the use of plenty of printed matter."

"Coöperation, not competition is the life of trade."

"Concentrate on the quality of your work and your income will take care of itself."

"Business is like baseball. The hits you made yesterday won't win the game today."

"Advertising is the mirror that reflects your business. It depends upon the quality whether it gives a true or distorted reflection."

"He who is always willing to cut the price of his product is, perchance, just as willing to cut the quality to equalize the price."

"The minute you get the idea you're indispensable, you are n't!"

"Enthusiasm is the psychological sunshine of business."

"Success usually is with the man who works his own business for all it is worth, and doesn't try to beat down his competitors."

"True honesty of purpose and the desire to serve faithfully and effectively is the foundation on which permanent business is founded."

"If it is worth printing, it is worth printing well."

"Avoid the Printer who underbids all reasonable competition on the first piece of work, expecting to get a chance to 'soak' you later on."

"It is ever true that he who does nothing for others does nothing for himself."

"If you have an appreciative understanding, a big heart, and good digestion, you are wealthy."

"Find a printer who does your work intelligently, promptly and with a whole-souled regard for your check book. Then stick to him."

"Some business men overhaul their machinery every month, but are too short-sighted to notice there's a 'screw loose' in their advertising."

"Waste is always costly to somebody. In the end it costs the fellow that wastes."

"The man who has plenty of sand, a wide horizon and a cool head is a summer resort all to himself."

"The only real happiness is that which you get from your work."

"Luck seems to have a mania for calling on people who are not expecting it because they are too busy doing things.

"A cost system in a printing house means that the printer is doing business with his eyes open."

"Promises of future accomplishment can best be substantiated by past achievement. Inspect our samples."

"Profits in business are the real, tangible, hard dollars left after all expenses, including your own salary, have been paid."

"A transaction where both sides are not benefited is immoral."

"When love and skill work together, expect a masterpiece."

"Many a man who thinks he has an iron will, has one —but it's all Pig Iron."

Following the calendar sheets is one containing a complete directory of the Worcester Fire Alarm. The card, on which the sheets for each week are stitched, contains, at the bottom, the calendar by months for the whole year; above this calendar is a tabulated statement for the Worcester County Savings Bank that shows "interest rates, dates when deposits go on interest and when interest is payable." And this is the only thing that looks like advertising, outside that of printing. The back of the card contains "Rates of Postage," "Parcel Post Rates for Worcester, Mass., (Unit No. 514) and "Banking Points, Entitled to Zones One and Two, Parcel Post Rates from Worcester, Mass."

# Commercial and Industrial Congress

All that concerns trade, advertising and the industries, is of ever present and direct interest to newspaper makers. Information along these lines affords important news and that helpful kind that aids in the upbuilding of home merchants and home inudstries for which home papers should ever be on the outlook. Service has become the great mission of the modern press. For these reasons the makers of newspapers will be directly interested in the Second Wisconsin Commercial and Industrial Congress at Madison, February 20-22. There is scarcely anything more important to home papers than that of the improving of retail business in the interior cities of the country, varying in population from one and two thousand to from fifty to one hundred thousand. We have no prejudice against the great mail order houses in the metropolitan cities. They are conducting legitimate businesses and making millions of dollars thru liberal, intelligent, skillful, modern methods and publicity. They have the goods and the service and they advertise with a thoroness, a persistency and efficiency, that inspires and holds absolute confidence and brings business. There is no use in home merchants just growling at these mail order houses and at the home folks who patronize them. Local merchants have got to meet this outside competition by the like knowledge of their businesses and by the like treatment of their employes and the like methods of advertising and salesmanship of the great, successful mail order houses and it is up to the home newspaper, that depends on the advertising and patronage of the home merchants to instruct them in the new ways and urge the adoption of the same.

This is being done already by many enterprising publishers but they and all others need all the knowledge procurable for the carrying on of their campaigns of business promotion. Hence the importance of the Wisconsin Congress that presents the following program that is instructive in itself, in suggestions as to what are the needs to be met, and the important knowledge possible to secure:

E. St. Elmo Lewis, national authority on salesmanship and advertising, will give two addresses. He is a practical man who is engaged daily in the promotion of more remunerative business.

James W. Fisk, who has charge of the retail accounting work of the Associated Ad Clubs of the World, will appear on the program several times. He was formerly educational director for Lord and Taylor of New York and for the J. L. Hudson company of Detroit.

A. C. McMahon, western manager of the National Cash Register company, who made one of the big hits at the World's Salesmanship Congress at Detroit, will speak on "Solving Knotty Problems of the Salesman."

G. M. Finger, of Fond du Lac, will explain how he reduces the cost of doing business thru the use of "The Cash and Card Plan."

M. Slattery, secretary of the Retail Grocers' and Merchants' association of Wisconsin, will talk on "Cost Accounting for the Retail Merchant" from the standpoint of the general merchant.

C. P. Jackson, of De Pere, will tell how merchants of the state are materially reducing delivery costs.

Cost accounting as applied to retail trade will be presented by Prof. F. H. Elwell, H. W. Meyer, and L. R. Boulware.

Two methods of getting a more rapid turnover will be taken up by Prof. E. H. Gardner and G. P. Irwin. The first will discuss "Increasing Volume and Decreasing Cost thru Effective Advertising." The second will talk on "Reducing Cost by Increasing Sales."

Morning and evenings will be devoted to general sessions on important subjects. Afternoons will be devoted to sectional meetings and round tables for merchants, manufacturers, bankers, and commercial secretaries.

Troubles of the retail merchant and their remedies will be depicted thru moving pitcures and a lecture during noon hours.

Advertising is not to be considered, except in certain exceptional cases, as a direct salesmanship of the thing advertised. It is an educational force, a turning of the attention to the thing advertised, as the word itself indicates in its derivation and first meaning. It is the aid to the salesman. It is the means of arresting the attention and the securing the interest of prospective customers. This has been very frequently explained and elaborated upon, yet men are constantly saying that they do not know of any direct sales thru an advertisement! The business man, many times, has been held up to normal or more in dull times and greatly increased in good times, yet no credit is given to the voice that cried in the wilderness, and brought and kept the business before the minds of those who should be purchasers.

## CLEARNESS, SWEETNESS, BRIGHTNESS AND BEAUTY

We generally stop our use of adjectives with a magic three, but the holiday issues of the Carrollton, Illinois, Patriot, deserve a fourth. Editor Bradshaw, has, incidentally, referred to his publication, in his kindly letter, printed elsewhere, and the copies before us more than bear out his claims and stated ideals. We only miss, this year, the splendid group of Carrollton's bright faced babies that generally adorn the first page of each holiday number, but we have no doubt that the little ones are there just the same. It would be too bad to have the baby crop eliminated in these times of world war, for, if the conflict continues, America may have to make a return for the millions that have reached this "land of the free and home of the brave," from over the Seas, and help to repopulate Europe.

There is an abundance of illustrations and matter in the Christmas issue of the Patriot, December 21st, to gladden all the children and their loving parents. Santa and his toys and Christmas tree in one picture; with the sweet face of a slumbering child in the little bed, before which are heaped all dreamed of gifts in another, entitled, "Before the Awakening."

Surrounded by a deep holly border, the page, aside from the illustrations, is devoted to an original poem, "A Legend of Christmas," by Mrs. John C. Berry of Carrollton, and by a score of contributions from members of Carrollton school boys and girls, on the subject of a "Municipal Christmas Tree." The contributions, giving the views of the young people, were in response to a request by the teacher in English, Miss Roberta Davis, as regular class work, and so varied were the ideas presented and so timely the subject, that the Patriot secured a number of the papers and presented them to its readers. They contain the right thoughts and the right kindly spirit and speak well for Carrollton's future, when these high school pupils shall come to control its fortune and its homes.

This stroke of enterprise does honor to the editor of the paper. It shows that the paper is in close touch with the school and with the teachers and youth, as a home paper always should be, for its own good and for the higher good and well-being of the community it serves.

The poem is worthy the heart of a noble, sympathetic woman. It pictures a home of poverty where:—

"Thru all, that Christian mother,
In poverty's fierce strife,
Had kept her way with fortitude,
And walked erect thro' life;
She daily thanked the Master,
Thro hunger, pain and cold,
That of all her little children
Not one was lost from the fold."

Santa was moved by the like practical, spirit of benevolence that, of late years, actuates the "Goodfellows" of Chicago:—

"As he loaded the table with flour,
And sugar, and coffee, and tea;
There seemed no end to the treasures
He bundled about the floor—
Warm clothing, food and comforts,
All out of his Christmas store.

Then, building a rousing fire
In the yawning chimney place,
The flames lit up the smiles and tears,
That shone on his homely face."

The brightness, cleanliness, the pure whiteness, were accentuated by the clear, strong black of perfect printing of illustrations and ornaments on every page, and characterized the advertisements as well as the reading matter.

Equally delightful, in every way, was the issue of December 14, containing the letters of the "Wanderers' 22nd Annual Postal Reunion." The first page border, in this issue, was composed largely of bells and they all rang true in the kindly words and related memories of those who had wandered from the old home, still held dear.

The letters, as in past years, are from all parts of the country, from widely separated states and cities, indicating the wanderlust of Americans. Everybody will be interested in the following extracts from a letter from an octogenarian lady living in Chicago:

"Dear Friends:—It does make one sad to look back over the many years that have passed. Still, life is pleasant, and we have always more sunshine than clouds, and so many blessings to be thankful for. I think it was O. W. Holmes who said:—

"'Four score, like twenty, hath its tasks and toys;
In Earth's wide school house, all are girls and boys.'

"I wish you all a very happy Christmas, and hope we may all meet another year. I am truly your friend. (Signed) Jane E. Cameron, 941 E. 55th St., Chicago."

The family doctor becomes more endeared to the people whom he serves, than does a member of any other calling, and here is a letter from an elderly physician now residing in California:—

### "Rejoice at Your Successes, and Grieve for Friends Departed

Old Friends: 'Close as the bark my heartstrings round thee cling.' Therefore, and unsolicited, I join the goodly number that send Thanksgiving greeting to our Carrollton and other Green county friends, thankful that twenty-three years that have separated us have not chilled the love we still cherish for many friends we left there. We rejoice at all your successes and grieve for the many dear friends who have departed for that unknown country. Still we give thanks for those who yet remain and for the many good friends we have here, not a few of them from Carrollton and other parts of Illinois.

"We congratulate you upon living in a country so productive in the staples of life—a country that few, if any, can surpass; and for your citizenship that averages up well. I still aspire to higher and better attainments. To make the world around better, we must have high ideals, and as we approach them, keep them elevated beyond our reach. Then we shall have lived to some purpose—which I strive to do, yet so feebly achieve.

"'If I can leave behind me here and there
A friend or two to say when I am gone
That I had helped to make their pathways fair,
Had brought them smiles when bowed with care,
The riches of this world I'll carry on.'

"'May the Lawd make us truly thankful—pass the possum, ef yo please.' Affectionately yours,

"Long Beach, Calif. W. D. TURNER, M.D."

The following from the "Editor's Sermonette for Wanderers" is true of all worthy men, and is good for consideration by all editors and writers:

"There is one spark of sentiment that exists in every wanderer's heart—if there be red blood coursing thru his body—and that sentiment is the tie of love for the old home. No matter what motives may have prompted his wanderings, we admire him if he has retained that attachment for the old home and the old friends, and fos-

ters it by keeping in touch with the scenes of his earlier years."

It is well to remember, also, that those who remain at home cherish friendships and kindliest memories for the wanderers, so that their wanderings, doings and achievements provide very valuable news for all the home folk.

## WABASHA, MINNESOTA, HERALD CHRISTMAS NUMBER

Here is a Christmas number from our old neighbor in Minnesota—Wabasha. We are rejoiced over the fact that tihs issue shows an increased prosperity over former years. Minnesota is one of the richest regions of the earth and cities situated on the upper Mississippi and their newspapers are entitled to growth and prosperity

Santa Claus, in the main illustration and in the border of laurel encircling enticing Merry Christmas bells and homes, is given large place on the front cover of this issue. We like the design, "Telling Santa," showing a lusty, expectatnt boy whispering into the ear of the childhood's Saint. Christmas sentiments, in story, incident, carol, scripture text, and in illustration, are glorified on every page, and in the advertisements as well as in the inspiring text.

The following quoted Christmas message, from James Whitcomb Riley, comes with especial force and appropriateness this year:

"James Whitcomb Riley, passing a winter in Florida, sent the following Christmas message to the people of Indiana:

" 'Christmas means love. We cannot picture it without seeing the spangled Christmas tree girt with the faces of gleeful youngsters, glad parents and happy bodies returned home from town or far metropolis.

" 'It sounds like bells and crackling logs and shouts of children, and even our old, round shouldered, sorrow, ridden planet, with his eyes knocked out on his cheek, pauses to smile from sea to sea, and love is everywhere rejuvenated."

We like, too, the following quotation as to civic duty, presented at a time when the minds and hearts of men are especially open to the duties and higher ideals of life:

### Civic Education

"The time is passing in which a man's efficiency can be relegated to his business or his profession, his church relationships or any other of his private concerns. To be efficient as a citizen he must interest himself intelligently in the affairs of his community, his state and his nation. He must have as a basis for such interest a working knowledge of the organization, the functions and the methods of good government. And in order that he may learn to think clearly and to act justly his civic education must be begun many years before he is plunged into confusing currents of life.—American City."

From the "Forum of the Press," which furnishes a most valuable column, the following quotation is the first item:

"It's a man's job to live the right kind of a life.—Slayton Gazette."

Appropriate to the Christmas issue is also an editorial on the steps being taken by Minnesota for the better care of the neglected children of the State, altho, for thirty years, in its State Public School, at Owatonna, Minnesota, has been a leader in this line of work. The editor states—

"Laws relating to children are being revised by a commission named by Governor J. A. A. Burnquist and if the proposals recommended are adopted by the next legislature it is promised that these children, handicapped almost from birth, will not be left to chance and fate.

"A systematic plan of dealing with the child welfare problem in all its phases is being devised by the experts after investigation of the best practical methods developed by any states or countries. The combined economy and common sense characterizing features already adopted commends the effort and proves that the commission of volunteers are working solely to better the condition of the poor and neglected child.

## MAKE KNOWN PROSPERITY TO PROMOTE GREATER PROSPERITY

The Kokomo, Indiana, Tribune, one of the well conducted, prosperous dailies of the middle west, has had an especially prosperous year in its Advertising Department—that reflects the prosperity of merchandising—and wisely exploits the fact in four columns of display and text, that show a most satisfactory increase for three years,, with nearly seventy thousand inches of increase for 1916 over 1914. Here are the lessons that the Tribune places before patrons and advertisers as the causes of this increase and the reasons for the value of all advertising:

### The Door of Opportunity

"It is only recently that the public has become fully alive to the power of the advertising columns of the daily press.

"Formerly only used as medium of barter and trade, newsaper advertising today ramifies in every direction, touches every line of endeavor, aids in every worth-while movement.

"When the Tribune carried more than 282,000 inches of paid advertising in a single year it not only demonstrated its usefulness to the advertiser, but performed a signal service for subscriber. 'Advertising pays,' and it pays the reading public no less than it pays the advertiser himself. It is the door of opportunity for both, and it benefits both in the same degree.

### A Tribute to Service

"The growth of the advertising service of the daily newspaper has been swift and sure, and has been peculiarly pronounced during the last few years.

"It has grown because it has deserved to grow—because it has returned big dividends in confidence, in prestige, and in hard cash.

"It carries the advertiser's story to the buying public with the daily news. More than that, it is a part of the daily news.

"The paper that does not carry the advertisements that pertain to its community fails in just that measure adequately to serve its readers—fails in that degree to reflect the spirit of its time. Advertising is the most important kind of news.

### Advertising Means a Better Article at a Lower Cost

"One of the truths about advertising that is now generally accepted is that it menas better values for less money.

"There is no greater fallacy than the idea that the cost of advertising must in some way advance the sale price of the product advertised.

"Ten years ago a standard camera sold for $35. Today, with the price of all materials doubled, and with a big increase in the cost of labor, a better camera is sold for $12.50.

"Nation-wide advertising resulted in such a demand

that the camera is manufactured by thousands instead of tens, and the customer reaps the benefit.

"The more a merchant advertises the more he sells, and the greater the volume of his business the narrower the margin on which he can afford to operate.

"Remember that this is always true—Advertising means a better product at a lower cost."

## THE DOLL SHOW OF THE ELGIN DAILY NEWS UP-TO-DATE

The following description of "One of the most attractive Red Cross Field Hospitals one can imagine," as a part of the features of the Annual Doll Show of the Elgin, Illinois, Daily News, shows that the paper keeps right up-to-date in its efforts to interest, please and instruct the children, whose wondering, inquiring minds have not escaped knowledge of the thrilling, pathetic features and events of the great world war:

"The whole exhibition was on an elevated stage ten by fourteen feet in dimensions and at the center of the back of this platform stood the hospital tent containing cots on which the 'sick and wounded' dolls rested and tables for the use of the doctors and nurses in connection with their work of ministering to the patients. There were a few visitors in the tent and just in front of it two negro flunkies were bringing in another patient on a stretcher.

"At the right of the tent,was an accident scene. One of the dolls, with a leg and a arm injured, rested upon the ground, with three nurses bending over her rendering first aid, while two other nurses hurry to the scene with a stretcher.

"At the left of the tent, in the rear of the platform was a group of babies playing in a sand pile, while three of their mothers watched the performance.

"At the front of the left side of the platform was a doctor giving a lecture to a group of nurses in the open air.

"The dolls on exhibition were all bought by bachelors of Elgin and were dressed by the girls in the domestic science classes of the high school under the direction of Miss Gertrude Brandt. Collection of the dolls and placarding them with their names, the names of the bachelors who bought them and the names of the girls who dressed them, was done by Miss Jessie Solomon and her group of Camp Fire Girls."

## ADVERTISING EFFICIENCY

With the great increase of advertising, efficiency or effectiveness become the great desideratum, ultima thule, to be reached. This has been called to mind by a neat little booklet bound in double paper covers of rich green stock, on the first page of which appears the design (reproduced on page 852) printed in gold, yellow, white and black. The inside pages are printed on water marked Executive Text stock in ocher and green. The booklet was designed and written by Lloyd W. Young, printed by "The Caxton Company" and folded by the Forest City Bookbinding Co. on "Cleveland Folder," all of Cleveland. It is unnecessary to add that the printing, folding, and binding, each and all, are perfect. Small designs, seal-shaped, one containing the scythe and the other showing the hour glass, decorate the lower corners of the alternate pages.

The text is devoted to the explanation of the merits of "Cleveland Folding Machines" with the following premise or opening as the foundation:—

**"Keeping Step With Father Time**

"In the graphic arts Old Father Time has been stepping pretty lively, especially during the first years of this twentieth century, and he has been leaving his footprints as he goes.

As each old year expires we are naturally reminded of the changes and new accomplishments in the materials and processes of production; and with the dawn of each new year we come to wonder what possibilities for achievement Old Father Time is ushering in with it.

"Some one has called this the age of efficiency. With the tremendous increases in the volume of advertising, during the past few years, the demand for speed, economy, efficiency and quantity production has made many radical changes in the materials and methods used in the graphic arts.

"Because of these changes improved machinery and quicker processes and methods of production have done away with many of the hand-made products and the slower methods formerly utilized."

## TOPICS FOR THIS NEW YEAR

Men and nations seem to learn only by hard experience, or at least they do not put any knowledge into practice until they have so learned. It is an old lesson that all strifes and wars, industrial or otherwise, strikes, lockouts, price cutting and all else that, by force or unfairness, infringe upon the rights, or inflict injury on others, mean loss, waste and destruction.

Workers or citizens, men or nations, who, in all friendliness, devote their years, all too few, to the development of their own lives, their own powers, abilities and resources, have little time or occasion to complain of others. Franklin said "Keep your shop and your shop will keep you." There is too much tendency to try to keep or regulate the other fellow's or the other nation's shop or prerogatives. This does not mean that helpfulness should be withheld, on occasion, but it does mean that perfection should begin at home and let the minding of one's affairs be a compelling example to all others to do likewise. There has been too much "busy-body" interference in this world and to begin the New Year with every one attending to his own affairs, instead of trying to regulate others, is a good practical idea, worthy of consideration.

There is no harm, and probably great good, in friendly councils as to the best method of meeting difficulties, but there is too much imagining difficulties. There is much said about the difficulties threatened by the results of the world war but they certainly will have little effect in this country upon those who look carefully to preparedness in their own affairs, and co-operate intelligently with all others.

## PAST PRESIDENT A. D. MOFFETT, OF THE NATIONAL EDITORIAL ASSOCIATION, DIES

The sad news of the death of Past President A. D. Moffett, reached the office of the National Printer-Journalist, just as the last forms of this issue were being sent to press. The news was as unexpected as it was sorrowful. He passed away at Long's Hospital, Indianapolis, Tuesday night, January 9th, after a surgical operation.

Mr. Moffet was elected President of the National Editorial Association at the Twenty-seventh Annual Convention in Chicago, July, 1912, and presided at the memorable Convention at Colorado Springs. The Watertown, S. D., Herald, the day after Mr. Moffett's death, expressed, in the following obituary notice, the sentiments and emotions that will be felt by his associates of the National Editorial Association thruout the United States:

"Members of the National Editorial Association will be deeply grieved to learn that one of their ex-presidents —A. D. Moffett, editor and proprietor of the Elwood (Ind.) Daily Record,—passed away at Long's Hospital in Indianapolis, Ind., last evening at 7:30. It was the pleasure of three of the Herald family to meet Mr. Moffett and his estimable wife while on many of the annual trips of the association, and this friendship has developed into one of the dearest of a lifetime, and extends over a period of about fifteen years. No death has ever struck nearer our home than the news of the passing of Mr. Moffett whom we came to know as one of the highest ideals of morality, possessing a kindly disposition and a forceful character, and imbued with the most generous impulses. In his untimely demise the National Editorial Association loses one of its most ardent workers for the uplift of newspaperdom; the State of Indiana a most dutiful native son; the City of Elwood one of its most honored citizens; and the bereaved widow one of the noblest helpmeets ever given to woman. The life of this gentleman, to those who knew him best, should be a great incentive to cleaner living and higher standards.

"Mr. Moffett was a graduate of the University of Indiana, procuring his degree in the class of 1883, after which he took a post graudate course at the Johns Hopkins University. He was a prominent member of Beta Theta Pi fraternity.

"In newspaper life he made a great success, and was also an active politician in his home state, holding many high positions in Indiana, and during all of his lifetime was an earnest advocate and consistent member of the Christian Church.

"On receipt of a telegram announcing the sad news, the writer appraised George Schlosser of this city, Secretary of National Editorial Association, who immediately made provision for sending a telegram of condolence to Mrs. Moffett and a floral tribute in just recognition of the memory of this honorable man."

Mr. Moffett was born in the Moffett homestead in Owens County, Indiana, October 10, 1859. His boyhood was passed on the farm where he attended district school. Later his family moved to Spencer, the County Seat, where he attended the High School. In 1883 he graduated from the Indiana University. He took his place at once among the educators of his State as Superintendent of the city's schools.

In 1889, he received the degree of A. M. from his Alma Mater and in 1890 took up advanced work in English and History at Johns Hopkins University, Baltimore, Md. In 1897 he became the sole owner of the Elwood, Indiana, Daily Record and the Weekly Free Press and gave up school work for this broader field of endeavor—journalism—in which he continued to the time of his death.

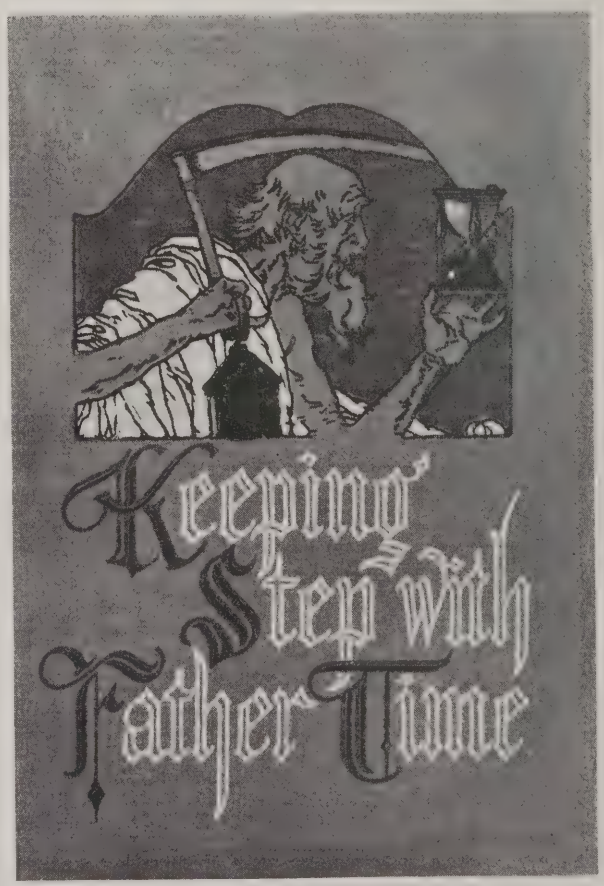
In newspapermaking, Mr. Moffett displayed the same high ideals and persistent work that had characterized him in his educational work and came to be recognized as a leader in the State and National Associations. Mr. Moffett was married in 1884, and his capable wife, who survives him, as a charming woman, a comrade and a helper of her husband in his activities, has won lasting esteem and friendships. She has been a prominent worker in women's clubs and altruistic work in Indiana.

The burial was at his old home, Spencer, on Thursday, January 11. Further notice will be given in our February number.

## SECRETARY SCHLOSSER NOW AT WATERTOWN, S. D.

Mr. George Schlosser, Secretary of the National Editorial Asociation, has been a live wire in South Dakota as editor and publisher for a quarter of a century or more, and "no pent up Utica confines his powers." His service has been for the whole State, and we believe that in 1891, twenty-six years ago, he was a delegate from South Dakota, as an editor of a newspaper in Watertown, to the Seventh Annual Convention of the National Editorial Association at St. Paul, that year.

Our memory may be at fault, but he has now made Watertown his home and is working for and with the members of the Association of Commerce and other interests.




(See "Advertising Efficiency," Page 851)

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FIVE CHICAGO, FEBRUARY, 1917 NUMBER TWO

# A New Awakening in Cost Finding

## By Jos. A. Borden, Secretary United Typothetae and Franklin Clubs of America

SINCE the endorsement by the Federal Trade Commission of the Standard Cost-Finding System of the United Typothetae and Franklin Clubs of America, a great awakenening has taken place among the printers of United States in the subject of cost-finding.

The individual printer is awakening to the fact that no business man can safely sell his product without knowing definitely what it has cost him.

It has also come to be realized that cost systems constructed to meet the individual ideas of proprietors of printing offices, do not accomplish the results desired, for the reason that by this method there would be as many methods of cost-finding as there are printers.

The time has now arrived in the printing industry when individual opinions should be set aside and a recognized standard used.

The Standard Cost System was adopted by the National Organization some eight or nine years ago and it has year by year received the endorsement of all Cost Congresses and National conventions of printers thruout that period.

The endorsement of the Federal Trade Commission has finally said that the Standard system is the correct method of ascertaining cost in the printing industry and has itself issued a treatise on cost-finding for manufacturers which coincides with all the details and features of the Standard System.

Each year hundreds of annual reports of the cost of production in individual plants thruout the whole country are gathered together and made up into a composite statement, which shows the total cost of labor and expense.

The result of these composite statements is to disclose the average hour cost for hand composition, press work, bindery work, and all other operations in the printing plants.

The printing industry is the first and only one up to the present time that has undertaken to gain the national averages of cost in a standard, uniform way.

A certificate is now being issued by the United Typothetae and Franklin Clubs of America to each member who sends in his Annual Statement of Cost of Production, this certificate stating that the printer is operating regularly, by approved methods, the Standard Cost System. These certificates are handsomely lithographed and are framed and hung in the offices of the printers receiving them. They become a potent force in selling the product of the printer, in that the printer is able to convince his customers that the prices charged for his product are fair and reasonable.

The report gotten together for the year 1913 and compiled into the Composite Statement showed a total of labor and expense of $1,600,000; for the year 1914, showed $5,604,000: while that for 1915 showed very nearly $9,000,000.

The figures are now being gathered for the year 1916 and reports are being received at National Headquarters from every section of the United States by those printers who are using the Standard Cost System. Indications are that these reports will greatly exceed that of the preceding year.

It is often said by the printer operating a small plant that his cost is lower than that of his larger competitor, for the reason that his expense items are smaller. He does not, however, take into account that, while his more pretentious brother has a larger expense, he has naturally a larger number of hours to sell.

The fact is disclosed, therefore, from these cost records, that the cost in a small plant is generally far in excess of that found in the larger plant.

It is also often said by the small printer that the Standard Cost System is intended for the large shops alone. This is not true in any sense, as the system is equally adaptable to the small, medium and large shop.

One of the great needs of standardized methods in cost accounting is shown by the fact that a group of printers who have their individualized, home-made cost systems, in discussing the hour costs in their plants, will vary in the results obtained from twenty to fifty per cent. In other words, one printer will state that his hour cost in the composing room is $1.00; another $1.20; another $1.40; and another $1.60, each believing that he is right

This is all due to the fact that no two of them arrive at their hour costs by the same process. Most of them have omitted certain elements of cost, such as depreciation, interest on investment and the like, and they have been at variance as to what items of labor should be considered as chargeable and non-chargeable time.

Due to these varying methods, it could not be hoped to arrive at similar cost, altho had each followed the Standard method they would have found that their hour costs were very near to uniform.

Indicating the interest of the small and medium sized printer in the subject of cost-finding, it might be stated that the predominant number of members making their annual report were those operating a medium sized plant.

As confirming this latter statement, the following figures will prove interesting:

16.4 per cent represents plants totaling an expenditure of labor and all other expenditures except stock and other outside purchases under $10,000 each.

56.0 per cent represents plants totaling from $10,000 to $50,000 each.

13.8 per cent represents plants totaling from $50,000 to $100,000 each.

10.2 percent represents plants totaling from $100,000 to $200,000 each.

3.6 per cent represents plants totaling from $200,000 to $385,000 each.

A careful study of the above percentages will show that the small and medium sized printer is awakening to his needs in regard to cost-finding and is rapidly establishing himself as a sane, safe and successful business man.

The awakening in cost-finding is not alone found to be in the larger cities where there are printers' organizations, but there are hundreds of the smaller plants in isolated sections which are equally alive to the needs of their business in this respect.

As a barometer indicating this new awakening, it might be said that there have been sent out during the past twelve months, about 1400 sets of sample cost-finding blanks, which are accompanied by a treatise explaining the operation of the system. These sets have been sent alike to members of the organization and those who are not members.

A new set of these forms is now being prepared at the National Office, containing the later averages as shown by reports received within the past three years.

Besides the sample blanks referred to, there will also be printed complete specimens of the forms and treatise in special booklet form for educational purposes and the study of cost-finding problems by students in state universities and other educational institutions, as well as by the classes in cost-finding being conducted by the various divisions of the National Organization thruout the country.

From these later and up-to-date reports, there are also being prepared demonstration charts which will be used by lecturers in all sections of the country to create a further interest on the part of printers in this very important subject.

It is unnecessary to call attention to the marked advance in the cost of paper and other material entering into the printers' product, as this is self-evident, but there is a fact necessary to call the attention of the printing industry, and that is; that the cost of labor and various expense items are constantly advancing year by year.

As indicating these advances, the few illustrations of the cost per hour, derived from the Annual Composite Statements showing the average cost thruout the United States, will prove interesting, as follows:

| | 1913 | 1914 | 1915 |
|---|---|---|---|
| Hand composition | 1.38 | 1.47 | 1.53 |
| Linotype composition | 1.79 | 1.87 | 1.95 |
| Platen presses | .78 | .85 | .88 |
| Small cylinder presses | 1.24 | 1.37 | 1.45 |
| Large clinder presses | 1.80 | 2.07 | 2.19 |
| Cutting machines | 1.07 | 1.11 | 1.19 |
| Ruling machines | 1.06 | 1.14 | 1.25 |
| Forwarding and finishing | .85 | .86 | .92 |
| Bindery girls (machine) | .63 | .65 | .67 |
| Bindery girls (hand) | .35 | .37 | .41 |

The National Office is lending every assistance to the printers of the country in their cost-finding problems, and inquiries to headquarters will receive careful attention.

## ANNOUNCE CHANGE IN ADVERTISING RATES

The Capper Publications have sent out a notice announcing changes in advertising rates in their papers as follows:

Farmers' Mail and Breeze to 60c a line, effective Feb. 1.
Oklahoma Farmer to 35c a line, effective Feb. 1.
Topeka Daily Capital to 6c a line, effective Feb. 1.
Capper's Weekly, to 65c a line, effective March 1.

They also announce an increase in subscription price on some of their papers, effective about the same time, the increase ranging from 25 to 100 per cent.

## AN EDITOR'S RESIGNATION OF OFFICE RAISES LEGAL QUESTIONS

President Jackson is reputed to have said of office holders, that "None resign and few die." According to a newspaper report from Harrisburg, Pa., Past President Pomeroy of the N. E. A. has proven that an editor holding a public office can disprove Jackson's theory. He resigned the office of Superintendent of Public Printing and Binding of Pennsylvania, an office that he had held for several years and conducted with economy and efficiency and to the entire satisfaction of the State, and the resignation, at once resulted in the raising of a legal question. A dispatch states: "Since the recent resignation of A. Nevin Pomeroy as Superintendent of Public Printing and Binding, the State printery has declined to honor requisitions signed by the Chief Clerk until the matter had been definitely settled as to whether Bell has power to act as the executive head."

The Chief Clerk, Thomas Bell, had to ask the Attorney General for a legal opinion as to his authority to sign the necessary requisitions.

## A NEW ELEMENT IN PRINT PAPER DIFFICULTIES

A threatened shut down by the International Falls Paper Mills, of the Minnesota and Ontario Paper Company, on account of the cutting off of the supply of pulp thru a strike of the Industrial Workers of the World, near Gemmel, from where the pulp was received, introduced another element into print paper shortage and high price problem.

It is said that this mill supplies paper for the Kansas City Star, the St. Louis Globe-Democrat, the Des Moines Capital, the New Orleans Item, the Omaha World, the Billings Gazette and smaller papers.

# Commission State Government

PAST PRESIDENT DOWDELL of the N. E. A., who is a member of the State Senate of South Dakota, has introduced a bill for what amounts to a provision for a Commission State Government. Writing to the Watertown (S. D.) Herald, Senator Dowdell explains his plan as follows:

"My proposition provides for a State Assembly of one member from each Judicial Circuit (twelve) in lieu of our present inefficient, expensive Legislature with its one hundred and forty-eight members. With such an assembly, well paid, elected for four years, subject to recall, law making would be divorced from politics and scheming politi-

Hon. Robert E. Dowdell, Artesian, S. Dak.

cians; padded appropriations would not be used as clubs to multiply laws and increase appropriations and instead of two or three hundred new laws, which the lawyers and judges themselves cannot understand, being passed every two years, it will be found that ten to fifteen laws written to be understood will meet all needed changes."

That the evils of the present State Legislatures are real and almost beyond enumeration must be admitted by all who have had occasion to watch the methods used from the start of the aspirants in seeking to become candidates, thru all the methods used to secure election and all the steps in preparing, introducing and passing of laws, and then in the results coming from this legislation.

Many men who are entirely uninformed or misinformed as to the public needs, many who are entirely unfit or unprepared for, or unwilling, thru indolence or other even less worthy reasons, to make their way usefully in the ordinary callings of life, or, on the other hand, who have been wholly and selfishly engrossed in their own private affairs, seek election to the Legislature for the purpose of the easy money or to secure some possible easy position, or for the supposed honor, incident to membership in the State law-making body. These classes of legislators may not necessarily be counted corrupt, but in many states, where the interests of public service or other corporations, or other monopolies are to be served, men are put up for nomination and election, all expenses paid for by the interests, and these become, or are from the start, entirely the tools and servants, for pay, of the interests by whom they are owned and whom they serve.

Under such conditions, there is little wonder that a vast amount of illy considered, hurtful, corrupt legislation is the result. Yet, theoretically at least, there is safety in a multitude of councillors and the hope is that, among the many, there will be those, closely in touch with the people, who will be likely to discover needed legislation and enough honest and intelligent members, aided by the public press, to defeat legislation that is corrupt and hurtful. It is also urged that only thru a wide and numerous representation, over all the different sections of the State, can all the people and worthy interests be represented and served. However, as much of the time of the worthy members must be taken up in watching and defeating injurious legislation, there can not be much gain from numbers. We believe that, with the aid and protection of the initiative, referendum and recall, the plan for the smaller legislative body is worthy of adoption and fair trial. Things could not be much worse than they are now and certainly, with the smaller body, the members could more easily be held responsible and with trained, well-informed legislators, wiser legislation ought to be insured.

## COURSE IN JOURNALISM, UNIVERSITY OF WISCONSIN, MADISON, WIS.

S. K. Ratcliffe, editorial writer on the Manchester (England) Guardian and contributor to American periodicals, will give a special lecture to the journalism students at the University of Wisconsin on Mar 1, his subject being, "English and American Newspapers—a Comparison."

Oscar Zilisch, a graduate of the course in journalism at the University of Wisconsin, has resinged his position with the Watertown (Wis.) Leader to accept a place on the staff of the Merchants' Trade Journal, Des Moines, Iowa.

F. C. Scoville, who received his training in journalism at the University of Wisconsin, is Associated Press correspondent with Pershing's expeditions in Mexico.

Alva H. Cook, one of the first journalism students in journalism students at the University of Wisconsin, is editor and publisher of a monthly trade journal, The Northwestern Confectioner, Milwaukee, Wis., the ninth number of which appeared in January.

The Daily Cardinal, the student daily paper at the University of Wisconsin, will celebrate the twenty-fifth anniversary of its establishment in April. It is planned to have a reunion of former editors of the paper in connection with this celebration.

Merlin Hull, Secretary of State of Wisconsin and formerly editor and publisher of the Jackson County Journal, addressed the Cubs, the freshman journalism or-

ganization at the University of Wisconsin, January 23 on "The Opportunities in the Weekly Newspaper Field."

The Scoops, the journalism club of upperclassmen at the University of Wisconsin, was addressed by Governor E. L. Philipp on January 25.

Professor Daniel Starch's recently published book on advertising is being translated into Japanese by a publishing firm in Tokio. Dr. Starch gives the course in the psychology of advertising for journalism students at the University of Wisconsin.

A new course in the technique of printing will be given for journalism students at the University of Wisconsin, beginning in February, to supplement the course in the country newspaper given during the first semester of this year and to prepare students to run a small printing plant in connection with a weekly newspaper. The work is in charge of Phil C. Bing of the Department of Journalism.

"Publicity for Public Libraries" was the subject of an address by Prof. Williard G. Bleyer, head of the Course in Journalism, delivered before the Wisconsin Library School on January 17.

Prof. Williard G. Bleyer will address the Central Wisconsin Press Association meeting at Merrillan, Wis., on February 23 on "A Constructive Policy for a Country Newspaper."

## NEWS NOTES FROM UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA

Secretary Jos. A. Borden of the United Typothetae and Franklin Clubs of America, addressed the printers of St. Paul and Minneapolis, about the middle of January. The printers' supply men also heard Mr. Borden tell of the coöperative plan of activity of the National Organization, at separate meetings in the two cities.

W. Van Hinkle of Headquarters' Staff, United Typothetae and Franklin Clubs of America, is on an extended trip thru the southern states. He will stop at Little Rock, Nashville, Knoxville, Chattanooga, Atlanta, Birmingham, Montgomery and assist the printers with their organization.

Mr. F. W. Fillmore, Chief Cost Accountant of the United Typothetae and Franklin Clubs of America, visited several cities in the middle west, during the month of January, supervising the cost accounting work being done by this National Organization accounting staff.

Cost Accountant T. W. McGlaughlin of the United Typothetae and Franklin Clubs of America, is assisting the printers of Duluth, Minn., in installing the Standard Cost System in their plants. In one of the plants of the members of the National Organization, he is doing advanced cost work in connection with the firms' accounting.

Eastern Representative C. A. Pearson of the United Typothetae and Franklin Clubs of America is meeting with much success on the organization's three year Plan of Activity, which he is presenting to the Allied Industries in the Eastern States.

R C. Jappe, Cost Accountant, United Typothetae and Franklin Clubs of America, is rapidly progressing with the installations of Cost Systems in the plants of the Kansas City members. The genuine interest being manifested and the close coöperation afforded is a great help in the work.

The Estimating Department, at Headquarters' United Typothetae and Franklin Clubs of America, has been rendering a valuable aid to many of its members, in that its estimates, in numerous cases, help decide disputes that arise between customer and printer, where it is charged that the price is too high. These estimates, coming from the National office, help the member adjust the difficulties that might otherwise tend to destroy the customer's confidence, in the face of ruinous competitors. This feature of service is well worth investigation by non-members of the organization.

During the past year the Service Department of the United Typothetae and Franklin Clubs of America has extended to its membership many valuable helps, as shown by the yearly report of that department in the February issue of the Typothetae Bulletin.

The January meetings of the officers and Executive Council of the United Typothetae and Franklin Clubs of America, was held at National Headquarters in Chicago, January 19th and 20th. At these meetings the activities of the organization are discussed and the planning of future efforts directed. Many topics of importance to the printing and allied trades were gone over, and will be reported at a later date.

## "THE SIGN OF WELCOME"

### A Work for Home Newspapers

Nearly all railways have the names of the villages and cities, thru which their lines pass, displayed on the station buildings, and, at many, the name will be found in pretty designs on the grounds, at some places in flowers and at others in shells, or white, or other colored stones. Travelers like to know the names of the towns on the routes of travel and the more attractively displayed and the more easily the names are seen and read, the better for the village, or city, by reason of the pleasing impression left in minds and memories.

The Altoona, Pa., Miner states under the above caption:

"An eastern newspaper is conducting a campaign for the putting up of village signs by which motorists may know the name of the community they are approaching. It's a pleasant and hospitable idea. Why should the motorist, lost perhaps in a drizzle, have to stop some passer-by to ask whether this is Podunk or Pleasant Valley? How much more agreeable an impression would be made of the town if a short distance before entering its limits he should be greeted with a good, big, easily read sign-board announcing 'Pleasant Valley, one mile. Welcome!'

"The motorist is going to spend money in the town. Why should he not be encouraged to turn it over cheerfully and in friendly fashion to friendly people? And will he not drive more slowly and carefully into a town which greets him with good cheer?

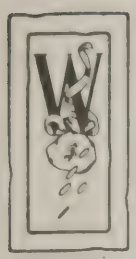
"The motor is abolishing distances. Why should it not be helped to abolish grouches and misunderstandings as well?"

Even if travelers do not stop at the place, the pleasurable memory that will remain after looking upon such an evidence of thoughtful, kindly hospitality will prove worth while.

There is another thing that is wholly neglected in our cities, both large and small, and that is the proper display, at street corners and on buildings, of the names of streets and the street numbers. Homes and business houses are located by streets and numbers, yet it is often difficult for the unacquainted, even residents, as well as strangers, to find a place sought without constant enquiry. The display of streets and numbers in clear, neat manner shows enterprise and orderliness, as well as consideration and thoughtfulness, and results, very frequently, in the saving of time and vexation. The failure of maintaining proper display street names and numbers should be by laws, with penalities for neglect.

# Religion and the Press

## Covering Every Field of Thought, Inspirations, Ethics, Motives and Action—Newspapers are Indispensable Even to the Vital, Invincible Religion of Humanity.



WHETHER or not one may believe all that is contained in the following communication, that appeared in the New York Sun of December 29, there is much therein worthy the considerations of every conscientious newspaper worker, or student of journalism, when soberly contemplating the many opportunities and great responsibilities and of the calling:

To the Editor of the Sun—Sir: In an interesting article that appeared recently in the Sun, Dr. Eaton uttered these suggestive words:

> "How does it happen that church members become so hopelessly narrow that they want their church to exist in a moral vacuum, while great newspapers have become so imbued with spiritual ideal that they desire all life to come under the control of moral principles? If this process is to continue the time will come when the religious people will have to go to the newspaper for their religion."

That time has already come. It is here now. People already go to the newspaper for their religion. Outside of the Bible I doubt very much if there is any force so potent in our present day life as the great modern newspaper. I believe it was Carlyle who said that Edmund Burke pointed to the reporters' gallery in Parliament and exclaimed that there was a "fourth estate" greater than the three others. If it was true that the fourth estate in Burke's day was greater than the estates of the nobles, clergy and commons, how much more true is it today that the fourth estate leads all the others.

We depend upon the newspapers in the conduct of every department of life. Are we about to buy food, clothing or some other necessity or convenience of life? We turn to the advertisements in the newspaper. Are we going upon a journey, are we thinking of undertaking a certain enterprise, are we interested in bringing about a certain reform, are we concerned in some danger that threatens the community, do we desire to learn about life and human nature, do we crave moral and religious instruction, do we want to safeguard our welfare and provide for it in the future, are we about to elect a President or other public officials? In all these matters and in a hundred others we turn to the newspaper, the voice of the people, the pulse of the life of a great nation.

The arm of the church, in this our day, does not reach so far as the arm of the press. True, the church, as a divine institution, is greater than the fourth estate, but the point is that in our day the visible church does not adequately represent the invisible church. The modern church is no longer a community of true saints. As in the days of Jesus, the true saints are now often to be found among the "publicans and sinners." The church no longer stands as the representative of these. The press has usurped its place and its functions.

So true is this that some clergymen and layman have left or turned away from the pulpit in order to preach their doctrines thru the columns of the newspaper. Such men realize that in the readers of the newspapers they can command a wider audience than they could possibly hope to reach in any other way. In every city, town and hamlet, in every backwoods settlement, on every populous city street, on every lonely farm, by river, lake and sea, by the dusty forge and the light of the foundry fires and on the wide, breezy reaches of the prairies men read the news and the glowing messages of the press.

Hail to this force, the great force of the twentieth century! Hail to this rock of our salvation! "And whosoever shall fall on this stone shall be broken; but on whomsoever it shall fall it will grind him to powder." Seattle, Wash., December 21. CHARLES HOOPER.

* * *

### BENJAMIN FRANKLIN, PRINTER

In fitting commemoration of the birthday of Benjamin Franklin, Doubleday, Page & Co., published on that anniversary, January 17, "Benjamin Franklin, Printer" by John Clyde Oswald. Mr. Oswald is editor of The American Printer and as one of the foremost collectors of Frankliniana in the country and having made a life long study of Franklin, was selected by the Associated Advertising Clubs of the World, under whose direction the book is published, to write this book.

Every year in every important American city Franklin's birthday is celebrated by meetings and banquets of advertising organizations, publishers, and printers. As a part of this country-wide celebration on Wednesday comes Mr. Oswald's book, a first tribute to Benjamin Franklin as a printer for this important activity in the life of the philosopher, inventor and diplomat is one that other biographers have heretofore neglected. Printers claim Franklin as their own by the statement that he is their "patron saint." Franklin's own estimate of his activities as a printer is shown in the will, written in the closing days of his life, which began; "I, Benjamin Franklin, of Philadelphia, Printer, late Minister Plenipotentiary from the United States of America to the Court of France" etc.,

Mr. Oswald's book has been printed in a reproduction of the format of a sixth edition of "A Confession of Faith" published in 1743. This was one of the most important books published by Franklin. The style of the reproduction is identical with the earlier work but is smaller in size.

As representative of the life of Franklin as a printer the volume contains numerous reproductions of his printed efforts. Among these are pamphlets on "The Plain Truth" written by Franklin, that caused the eastern inhabitants of Pennsylvania to put themselves in a state of defense against France and Spain; designs of paper money, a pocket edition of the "Almanack" and some unusual "Personals."

The price of the book is $2.10, postpaid. Orders sent to the National Printer-Journalist will have prompt attention.

## BELIEVES PRESIDENT SHOULD HAVE POWER TO DEFEAT PORK BARREL RIDERS

### Enlarging of the Chief Executive's Right of Veto in Connection with Appropriation Bills Strongly Favored as Shown by Decisive National Chamber of Commerce Vote

Washington, D. C., January 26.

The Chamber of Commerce of the United States has gone on record by a large vote in favor of an amendment to the Constitution of the United States which would permit the President to approve or disapprove any specific items or provisions contained in any appropriation bill. This was accomplished by means of a referendum. It is said the proposed legislation which has been so strongly endorsed has for its main point of attack the lack of power of the Chief Executive to veto so-called "pork barrel" legislation.

As indicated by the preliminary count, Elliot H. Goodwin, General Secretary of the National Chamber said, 1195 votes favored the president's exercising independent judgment and 60 did not, each organization being allowed from one to ten votes according to its membership. Four hundred and seventy-five organizations participated in the balloting.

**Proposed Amendment Aimed at Rider Legislation**

Affirmative arguments in the National Chamber referendum which were so strongly backed up by the country-wide vote, may be summed up in the following words of William C. Breed, of New York, representing the Merchants' Association:

"The change proposed is not one which affects any fundamental or substantial right granted by the Constitution. The President already has the power to veto the whole appropriation bill. Why should he not have power to veto separate items or provisions in such bills. To give him such right can hardly be styled an enlargement of powers. One might more correctly say that it was but to give him the right to apply in a business-like manner the power which he already possesses.

"The suggested amendment was certainly within the reasonable intendment of the framers of the Constitution, since when the President was given the power of veto and became a check on all legislation it can hardly be assumed that the Constitution makers, or certainly the adopting Conventions, ever appreciated that the practical handling of large appropriation bills by Congress at the end of a session, and the establishment of a practice of adding 'riders' to appropriation bills, might practically nullify the power of vote directly granted to the Executive."

**Independent Veto Judgment in Majority of States**

It is declared the veto clause of the Constitution as it stands, or rather as it has worked out in practice, is clearly not expressive of the will of the people who constitute the sovereign Constitution making power. In thirty-five states the people have declared in constitutions which they have adopted that they wish the Executive to have the power to veto individual items in appropriation bills.

In five of these states where the constitution as originally adopted did not grant that power to the executive, the people, by special vote, have specifically amended their constitutions, so as to make possible the business-like handling of the financial affairs of state government and the doing away, as far as possible, with log rolling, wasteful appropriation of moneys for public purposes, and appropriation of public funds for private and local interests.

Thirty-six states have moreover, specifically provided that no legislative measure shall deal with more than one subject, and that subject shall be clearly expressed in its title.

**Congressional Resolutions Favored Executive Discretion**

It is said at least forty-five resolutions have been introduced in Congress to provide that the President be given the power to veto individual items and provisions in appropriation bills. The last of these was introduced as late as the Sixty-fourth Congress in 1915.

"The evils and abuses which arise from the present methods of Congress in preparing and passing appropriation bills are too well known to require detailed consideration," the Merchants' Association affirmative argument concludes. "General appropriation bills are commonly delayed until near the closing hours of Congress, and effective scrutiny and revision of them by either House is extremely difficult and practically impossible. They are the channels thru which all sorts of 'jobs' and questionable appropriations find their easy course.

"Innumerable items, which if embodied in separate bills, would have no chance of passage are included in the general appropriation bills as the result of the 'log rolling' process, whereby the members of Congress extend friendly consideration to each other's wasteful or extravagant measures, whose passage is sought not on public grounds, but solely to promote the interests of individual Congressmen with their constituents."

This is the eighteenth referendum which has been submitted by the National Chamber with the purpose of ascertaining for the benefit of Congress and the President the business opinion prevailing thruout the United States on questions of immediate importance.

## BACK TO FIG LEAVES

A news item from Santa Cruz, California, under a December date, states: "Because of the high cost of paper and the failure of subscribers to pay up, Luther McQuestion, publisher of the mountain Echo, at Boulder Creek, has printed an edition of his weekly on fig leaves. The edition consists of five dried leaves pinned together with a twig and printed on both sides, and contains news items, classified and legal advertising and an editorial in which McQuestion sets forth his reason for 'returning to first principles for print paper.'"

Our first parents, being alone in the world, bossing the whole job—when not interferred with by Satan's enticement and their own disobedience—had no scandals, gossip, or other news, outside of the family, to read about, so, not needing newspapers, used fig leaves to meet **another** pressing necessity, but the California editor's resort to fig leaves to provide the indispensible home newspaper, shows that man has not deteriorated in ingenuity in face of necessity, and there will be a way found, no matter how scarce print paper may become or high the price may soar.

## MONOTYPE AND NON-DISTRIBUTION IN THE PHILADELPHIA INQUIRER

The Philadelphia Inquirer has been added to the rapidly growing list of dailies using the Monotype Type-&-Rule Caster and complete Non-Distribution. Two casting machines and a very complete assortment of matrices for the most used and most popular type faces have just been installed, and its advertisers will be afforded all the advantages of new material—new type, new rule and new borders for every ad.

# The Ethics of Handling News

## Guy U. Hardy in Daily Record, Canon City, Colorado

THE question of suppressing the news comes up in every newspaper office now and then. It is not uncommon for the people directly interested to desire that mention of matters in the courts and other cases of an unpleasant nature be kept out of the papers.

This question is met with so often that a definite policy finally grows up in every newspaper office.

The character of the newspaper is known by its policy of handling the news.

One of three distinct courses may be followed:

First—To publish everything that is rumored. Play up the scandals and enlarge upon alleged crimes. Most of the big cities have one or more newspapers in this class.

Second—To handle the news in the interest of the newspaper's own friends. News can be tampered with, and important items may be suppressed. This policy is dominated by Fear or hope of Favor. If long pursued it leads to the building up of a list of immunes, and sometimes to a black list. It is a vicious policy and encourages crookedness. It is worse than the free lance and such a newspaper is both unfair and unreliable. Fortunately we know few newspapers in this modern day which work on this policy.

Third—To minimize the private scandals and overlook the spicy rumors but to publish the News, news that is news without fear or hope of favor regardless of who it refers to. This is the policy adopted by every conservative, reliable and reputable newspaper in the country.

This is the policy the Daily Record has worked on for many years—since its first issue in fact.

Reporters hear many things. Much because of its semi-private character is overlooked. Shady rumors, little scandals, troubles that are talked about do not come to public notice thru court proceedings or open violence are pretty generally passed by.

But when matters get into the courts, when suits are brought and arrests are made, when charges of crimes or misdemeanors are filed for trial then no reputable newspaper feels that such news can possibly be suppressed. However much the editor of such a newspaper might like to shield a friend at times by hiding the facts, he is honor bound to a definite policy and professional ethics not to do so. He would as willingly tamper with the market reports in the interest of somebody's profits, or alter the election returns, as to suppress or alter the news that is made public thru the officers of the law or by the actions of the courts.

One might just as properly expect the District Judge to be biased in favor of a friend at the bar as to expect a reputable newspaper on account of favor or friendship, to tamper with the news or hide facts made known thru the courts.

To adhere strictly to a high principle is no more pleasant for a newspaper man, some times, than it is for the District Judge, for cases where favors are expected by one's friends come up occasionally in every newspaper office.

The Record office has had its full share of this sort of problems to meet. During the past few years some of our closest business and personal friends have had matters in court, and have had reasons to urge or expect us to leave news of public concern out of the paper. This we have uniformly declined to do. And we are happy to know that in no instance have any of our friends resented this course after they have had time to look the matter squarely in the face.

We could cite a dozen cases of prominent names, but what's the use? If you have read the Record even for a few years you will recall that the reports of the court proceedings have been quite fully given in the Record, that regardless of who were interested the news has been given freely and that no case of importance has ever been hidden or suppressed.

What other decent course could a decent newspaper pursue?

If you, for instance, started out to make up a list of immunes for your local paper, who would you include? Would you include all the rich and powerful or just those you profited by or feared? Would you exclude only the poor, the influential and the unfortunate?

In any case, after you got thru and had your bevy of immunes fixed up, and tried to handle the news so as not to reflect on any of your chosen few, wouldn't you have an unfair, an unreliable, an unsafe and a miserable excuse of a newspaper? And what influence and what respect do you suppose such a newspaper would have in any community?

There is only one course for a respectable newspaper to follow and that is to publish the News, news that is of public concern, fairly and impartially, without fear and without hope of favor, let it refer to or reflect upon whom it may.

If altering the news would change the facts; if suppressing the news story would wipe out the unpleasant incident or the charge of crime, and save sorrow and reputations, how cheerfully and how often it would be done! Any human editor would sacrifice a page, any time, if by so doing he could restore reputations and relieve heart aches. But it won't do it. It isn't the news story that causes the hurt and heart aches. It is the unhappy Thing the news story is about. Without newspaper publicity that Thing is there any way, causing all its anguish. And the Thing is talked about and enlarged upon and magnified as the imagination of the common gossips run riot. It is often the unpublished thing that assumes huge proportions and unbelievable shapes in the evil minds of the gossiping public.

The Record takes its duty to the public seriously. It assumes that it is as much of a public institution as the Library or the Courts and tries to be as impersonal, as impartial and as fair to all. It may err occasionally, in editorial expression. It may have made mistakes. But its news columns are free from taint, treating people of all classes on a par. It has never knowingly done any man an injustice. It has never slighted anybody, nor favored anybody by leaving proper news out of the paper.

And it pleases us much to know that many have recognized this open and fair policy and commend it.

## PRACTICAL MATTERS PRACTICALLY CONSIDERED

### The Oklahoma Association Discusses Paper, Coöperation, "Green Stamps," and Legal Advertising

The University and Editor, that is affording splendid service to the State press of Oklahoma, contains, under the general title, "News and Views of the Oklahoma Press," in the issue of January 22, the following outline of the discussions at the recent business meeting of the State Press Association:

Newspaper men of Oklahoma can do little but pay the price for news print, think the men who attended the association business meeting in Oklahoma City. Editor Leslie Niblack of the Guthrie Daily Leader explained the situation and others discussed the problem. On one thing all agreed, the cost of white paper is precipitating a crisis to Oklahoma publishers. Speakers seemed agreed that manufacturers of paper were evidently in a combine to "make publisher pay unwarranted profits." Editor Eugene Kerr uses upwards of $10,000 worth of white paper a year, and he has investigated the problem, both from his office and thru the Washington correspondent of the Times-Democrat.

#### Cut Out the Waste

The outcome of the discussion was this. The price of paper is exorbitant. It will probably remain so. Cutting out the waste is the only method found so far to be effective. From one to three columns was the amount of wasted space estimated for the average issue of a daily paper. This can be eliminated by leaving out slugs between ads, by cutting down on size of heads, jerking slugs between decks of heads, setting solid, cutting out stuff of questionable news value, cleaning up the mailing list by cutting off all dead heads and exchanges not used.

#### Cut the Size of the Paper and Raise Price

"Cut the size of the paper and if necessary raise the price," was the only feasible solution offered. One editor declared he no longer furnished local advertisers with papers, sent to foreign advertisers only copies containing ads, used all spoiled papers for wrappers and raised his advertising rates 33 1-3 per cent. "Don't trust to Congress, you'd better look after your own little office," was the method of procedure decided upon.

#### Coöperation Again

The National Editorial Association sent a letter to Oklahoma publishers explaining the work they are attempting to do in way of national legislation. One thing they are attempting to keep a man in Washington while Congress is in session to look after the interests of the press, see that bills that would be detrimental are brought to the attention of Congressmen who have the interests of the press at heart, prepare arguments in favor of bills that are desirable and against those that are unfair.

J. W. Kayser of the Chickasha Star spoke in favor of the work the national association is doing and moved that the secretary be instructed to send $50 to aid in the work. In order to meet the expense of pushing suitable legislation in Oklahoma, the association passed resolutions asking dailies in the state to send to the secretary $5 as a special assessment, and weeklies $3. On a suggestion of Eugene Kerr, dailies in Oklahoma City, Muskogee and Tulsa were asked to pay $10 each. M. L. Crothers of the Oklahoma Farmer subscribed $25 to the fund for his paper.

#### Those Green Stamps

Green trading stamps should be fought by every newspaper in Oklahoma, thinks R. M. Elam of the Enid News, and his remarks were seconded by representatives from Chickasha and El Reno. Merchants who have already got their feet wet are anxious to get out, but it is a hard job, and the newspapers are being injured every day that the stamp stays. Newspaper men voted to aid the state association of retailers in whatever action they might take. Mr. Elam, J. W. Kayser of Chickasha and John N. Shepler of Lawton were appointed a committee to look after that matter.

#### Collecting for Legals

Editor J. W. Lawton of the Arapaho Bee was chairman of a committee to formulate a bill that would facilitate the collection on legals. The cost of publication is now a part of the court costs and is paid with the rest of them where the clerk does his duty, but many clerks are lax and so much loss results that legals are often hardly worth fooling with, many publishers declared. The association passed resolutions asking the legislature to pass a law that would make an affidavit that the legal notice had been paid for a part of proof of publication.

#### Partisan Papers Fail

It isn't the acts of the really reputable newspaper that puts the press in disrepute with the legislature, it's the disgraceful things done by the grafter and blackguard who starts up a sheet during campaign time, attempts to blackmail the candidate and attacks him in everything from family relations to business connections if he doesn't contribute.

That is the opinion of Paul Nesbitt of McAlester, who talked to editors for a short time during the second day's session. Speaker Nesbitt was himself once a newspaper man. He has had experience on small papers, and he has had experience on the metropolitan dailies in St. Louis, so he told editors that he could understand those things, but that the average legislator, smarting from unjust attacks or financial demands made upon him by some paper back in the campaign, was usually in a frame of mind to send editors to jail rather than to give them justice in laws.

Mr. Nesbitt's talk was one of the best made during the meeting. "You can't run a partisan newspaper," he said. "The business of a newspaper is to give the news, live, reliable news. The paper that does it will succeed financially. It's the only way to do it, for the news is what the people want."

"Criticise whenever you wish," Mr. Nesbitt concluded. "Just criticism is to be desired. But be gentlemanly about it. The fact that a man runs for office is no reason for his being made the butt of all kinds of attacks by the partisan press."

#### Meeting Was a Great Success

"It was the most valuable meeting of the Oklahoma Press Association I have ever attended," is the sentiment that could have been heard at least a dozen times in the lobby of the Lee-Huckins hotel Saturday afternoon. Every session was a business session, there was no fooling around, some feature of the printing or publishing business was the topic for discussion at each meeting. President Byron Norrell and Secretary Edgar S. Bronson deserve praise not only from every member of the organization but also from every member of the Fourth Estate in Oklahoma for their work in making the first meeting a success. Everyone present appreciated the value of the convention.

### On Government Envelopes

Printed envelopes are now a loss to the federal government and the service will probably be discontinued or raised in price, but if the department can furnish envelopes to the public cheaper than the local printer can, well and good, let them do it. That was the general sentiment expressed at the Oklahoma City meeting. Local pride and superior service should make the local printer the successful competitor. After talks by a number of leading publishers, the matter was passed up without any action.

## STARTING A NEWSPAPER IN A NEWSPAPERLESS TOWN

### Appreciating of Advertising by a Successful Merchant—Becoming a Part of the Community

It has been said that it has become impossible to start and establish a newspaper "on a shoestring." A generation ago it could be and was possible, but that day is past. We have no desire to question the accuracy of the statement, nor do we advise any one to try it, but we do wish to chronicle the experience of Morgan Steele, who, starting in the most humble way, has achieved comparative success in a short time.

Mr. Steele two years ago, with a partner, was publishing a "neighborhood newspaper" in Detroit, Mich. While the paper was a paying proposition, still there was hardly enough for two, and Mr. Steele began looking the field over for a more promising location. He had a newspaper equipment consisting of two Gordons, a paper cutter, proof press, a few cases of type—and very little money.

Kingston, Mich., is a town of about 600 population, in the midst of a farming community about a hundred miles from Detroit. It had been the graveyard of several newspaper enterprises, and had somewhat of a bad reputation in country newspaper circles. The biggest business enterprise of the community is a general store, comparatively large, which found the absence of a newspaper a handicap in properly advertising its bargains to the people. A newspaper was believed to be a better advertising medium than handbills thrown promiscuously into farmers' wagons—and autos. So the merchant kept his eyes open for an enterprising young man to establish a newspaper in Kingston.

Mr. Steele, in some mysterious way, learned of the situation in Kingston and determined to investigate. He made the trip to the little town and had a conference with the merchant. The merchant guaranteed $600 worth of advertising a year, from the merchants of Kingston, and thru inquiries among the people learned that a considerable number of subscribers could be secured—cash in advance. The proposition appeared safe.

The following week found Mr. Steele busily engaged in preparations for the removal to Kingston. He would need considerable new material, costing more money than he had on hand. An obliging relative loaned him enough money with which to purchase a second-hand "drum." He had a considerable quantity of old and battered type which was good for nothing. He took this to a type-setting concern, and using the hard metal of the type as a base, had a quantity of new and modern faces cast for him by monotype, thus giving him plenty of display and advertising fonts at a very moderate cost.

From the start the paper was a success. The populace had been without a paper for so long that they gladly patronized it and coöperated with the editor in making the Enterprise a live weekly. He hired no help, an efficient helpmate being available in the person of his wife, who pitched in and set type for him like a journeyman.

The merchants are well pleased, too. They have made good on the guarantee given at the start, and have considerably increased the amount of their advertising appropriations.

At a recent election, Mr. Steele was elected village clerk. True, the position pays only $50 a year, but the duties are light, and it really meant that he had become one of them, which means much to a person used to the unfriendliness found to such a great extent in the cities. Mr. Steele has made good in Kingston, and who knows but what many other young men could make good in other newspaper towns?

E. A. LITTLE.

1062 Monclair Ave., Detroit, Mich.

## FIFTY YEARS OF PRINTING

An illustrated lecture under the above title is being prepared by Charles Francis, who promises to deliver it in many places the coming year. In addition to the usual lantern slides for illustration, there have been prepared, at an expense of about $1000, a series of moving pictures of a modern printing plant, most of these pictures having been taken in the Printing Crafts Building in New York City.

The latest automatic machines are shown in operation, the entire series of processes of magazine manufacture being portrayed. The lantern views or "still" pictures include reproductions of samples of printing and machinery and processes during the half century period covered by the lecture, and the contrast between the old and the new is shown vividly. It is now a trifle over fifty years since Mr. Francis set his first stickful of type on the other side of the globe, hence the entire progress of printing during this period is with him a matter of observation and knowledge. The lecture itself is an extension and elaboration of an offhand talk delivered by Mr. Francis at the Ohio Printers' Congress in Cincinnati. He began business in the hand-press period, and now has an imposing array of magazine webs and color presses in the plant of the Charles Francis Press.

Mr. Charles Francis, New York City

# Thirty-Second Annual Convention National Editorial Association, Minneapolis, Minn., July 9, 10, 11, 12, 1917

## Surprisingly Attractive Program of Business, Sessions, Entertainment and Itinerary

The dates for the Thirty-second Convention of the N. E. A. will be July 9, 10, 11, and 12, 1917, at Minneapolis, Minn.

The West Hotel is designated as headquarters. All sessions will be held in the Assembly Room of this hotel, interspersed with a social program provided by the Civic and Commerce Association of the city, the equal of which no former gathering of this Association has ever enjoyed.

The literary program will be one of unusual merit. President Tomlinson announces that it will feature business talks and discussions calculated to help the publishers of the smaller papers in the trying situation brought about by the tremendous increase in the cost of print paper and other materials.

The National Editorial Association, during the past year, has led an active fight against what appears to be a strong advancing market in the publishers' actual necessities and especially in the paper line. A committee has been almost constantly in touch with the Federal Trade Commission as well as the Interstate Commerce Commission and legal cousel of undoubted ability has appeared for, and in behalf of, all the publishers of the country.

At the same time this Committee has endeavored to push forward its work in an effort to stop the Government from printing stamped envelopes for business men at ridiculously low prices in competition with the printers and newspaper men of the country. The zone system, as applied to newspapers, and various other matters have also been considered and worked upon.

The value to publishers of a strong National organization, is being made clearer this year than ever before and the N. E. A. is proving itself indispensible. The work it is doing thru its Committee means the saving of hundreds of dollars to each individual publisher and the salvation of many. Its usefulness will be further exemplified at Minneapolis. Nor will the inspirational side be neglected and the program, as a whole, will be such that no publisher, wishing to gain new ideas or enthusiasm, will care to miss.

The itinerary for the outing following the close of the meeting will be recuperating, wonderfully fascinating, and not more expensive than the home living expense of the average publisher. While every detail is not as yet fully matured, this will give you some idea of the present plans.

Minneapolis program will consist of six business sessions, distributed over a period of four days, interspersed with a program that will keep you busy during the entire period, even running into the nights, as follows:

**Monday, July 9**

Forenoon—Business Session.

Afternoon—Street cars to Minnehaha Falls and Lake Harriet to University Farm for dinner and evening entertainment.

**Tuesday, July 10**

Forenoon—Business Session.
Ladies visit Walker Art Gallery.

Afternoon—Auto Ride on Boulevards.

Evening—Business Session.

**Wednesday, July 11**

Forenoon—Business Session.

Afternoon—Trolley Trip to Minnetonka and Boat Ride.

Evening—Business Session.

**Mr. E. H. Tomlinson**
(Publisher Morristown, N. J., Record)
**President National Editorial Association**

**Thursday, July 12**

Forenoon—Closing Session.

Afternoon and Evening—Guests of St. Paul.

**Tentative Outing Itinerary**

Leave Minneapolis, Friday, July 13, 8:30 A. M., over the Northern Pacific Route. Stops will be made at St. Cloud, Little Falls, Staples, Detroit and Grand Forks. At each of these points, courtesies of various kinds will be extended.

Arrive Winnipeg, Saturday morning, July 14.

Leave Winnipeg at 9:00 P. M. the same day, visiting Canora, Prince Albert, Saskatoon, Edmonton, Calgary, Banff, Lake Louise, and Roger's Pass, known as the tunnel thru the Great Divide, which will be the terminus of the Western jaunt.

Returning, will visit Regina and Kenora, at which point we will embark on a steamer, via Lake of the Woods, to Spooner, a most progressive city on the border between Minnesota and Canada.

After leaving Spooner we will visit International Falls, spending four hours viewing the greatest paper mill in the world.

Leaving International Falls, we will visit all of the principal iron mining districts in Northern Minnesota, Virginia, Coleraine and Hibbing, reaching Duluth at 12:00 o'clock, midnight, July 25.

Twenty-four hours will be given over to Duluth and its attractions, reaching St. Paul on the morning of July 26, in time for all trains out for your homeward connections.

Eastern delegates who prefer to return via the Lakes may leave the party at Duluth.

**Mr. George Schlosser, Watertown S. Dak.**
Secretary National Editorial Association

A great many intermediate interesting points other than those enumerated, between Winnipeg and our Western destination until we reach Duluth on return trip, are preparing features of entertainment not possible to cover in this announcement.

Considering the time consumed and the distance covering nominally 3,000 miles, I regard this as one of the greatest outings ever offered to the publishers of America, from every viewpoint.

Present plans are to issue to each individual, coupon books covering every item of expense in connection with this itinerary from the time of leaving Minneapolis until his return. It is not possible to say definitely just what the expense will be, but the approximate cost will be very close to $65.00 for each person. Remember, this will include your Pullman expense and all your living while on the outing, together with the mileage. This leads me to estimate that the nominal expense to the average publisher attending the Convention will not exceed $100.00.

Eastern delegates should have their tickets routed from Chicago to Minneapolis via the Chicago, Milwaukee and St. Paul Railroad. A special train will be provided over this line and several stops and entertainments in the midst of the scenic wonders of Wisconsin, will be arranged, details of which, including the train schedule, will be mailed all delegates as soon as the formal program is announced.

The Northern Pacific Railroad has been selected as the official line for the Western trip, and delegates finding it convenient in traveling to and from the convention, by using the official lines, will be favoring the Association. Equipment in both instances will be the very best in America.

If you are not a member, you are earnestly urged to become one. The membership fee is $2.00, annually. If you are a member and in arrears, kindly remit the amount of your dues at once.

You are cordially invited to attend this meeting and to make your registration with the Secretary early. If you wish to participate in the outing, a reservation fee of at least $5.00 for each member of your party should be deposited as an evidence of good faith and to warrant the Secretary in providing proper accommodations. If for any unusual circumstances, you find that you cannot accompany the party, the deposit may be withdrawn, provided however, that at least ten days' notice be served prior to the Convention date.

All details, including hotel rates, will be more clearly set forth in the regular program to follow. It may not, however, be out of place right here to say that all leading hotels in Minneapolis are quoting a nominal rate and a single room with bath, may be obtained at $1.50 to $2.50, with an additional charge of $1.00 if two persons occupy the same room. Accommodations will be first class in every particular.

Entertainment features will be more clearly set forth in the announcements to follow and in order that you may be fully advised, remit your dues and get right on the books, indicating your desires.

Cordially and fraternally,

G. W. SCHLOSSER,
Secretary.

Watertown, South Daktoa,
January the twenty-fourth,
Nineteen seventeen.

## A GOVERNMENT PAPER MILL

Uncle Sam has water power and forests, government reservations, and the Committee of Congress on Print Paper Specifications has recommended the building of a government paper mill on account of the difficulty of getting prompt delivery on approved orders for paper, complying with specifications. If necessity justifies the building of a railway in Alaska, like necessity ought to justify the erection of a paper mill to supply the direct needs of the Government. It is stated that, the Government uses approximately 30,000,000 pounds of print paper a year which is sufficient to absorb the output of a fifty ton mill.

The report says water power and extensive forests and mineral deposits to supply such a mill can be found on many Government reservations. The House Committee on Printing has also recommended a government mill.

## VISITING WINNIPEG

Vice-President Hotaling of the N. E. A., acting for the Minnesota Committee of Arrangements, recently visited Winnipeg, Manitoba, and found it a city well worth while, with many attractions and containing, in its government and citizenry, much of instructive value for all Americans and especially for editors, with a mission to inform and instruct the people and to help to better things in government, character and ideals of duty, loyalty and service.

The following from an article contributed by Mr. Hotaling to his paper, the Blue Earth County Enterprise, will be found of interest to all, especially to those contemplating the enjoying participation in the itinerary of the National Editorial Association next July.

### "A Wonderful City"

Winnipeg is a wonderful city. It has a population of 200,000, and while the average American is inclined to claim all the greatness for the cities of his own republic, he does not have to travel far into Canada to realize that

**Mr. H. C. Hotaling, "Enterprise," Mapleton, Minn.**
Vice President, National Editorial Association

it is necessary to contrast some of his former ideas. He will also learn that in Canada, laws are made to be enforced, that despite reports to the contrary, Canada is heart and soul in sympathy with the mother country in the conflict which is raging across the seas.

### The World War

The province of Manitoba has already contributed 80,000 men to the King's service, besides millions in money. They have but tapped their resources and desire that the world shall know that Canada "is not at war against its will; that it is a fight to the finish for a cause that is right and needs assistance." It is true that the people of Winnipeg view the war with horror, but it is equally true that they are determined to face the situation as it exists. There is a lack of merriment noticeable upon the streets and in the stores, all go about their work with courage of the character building type. There is no doubt of the sorrow they are carrying within their breasts. Thousands of their boys have given up their lives for their country, in banks and offices can be seen rolls of honor on which are recorded the names of those who have gone to the front, while on the streets are many evidences in crippled men that war is all that Sherman implied. Stepping into a bank we heard two prominent men conversing relative to the death on the battlefield of one of the most prominent young men of the city. It was the sort of message that has been frequent the past few months. Their hearts were touched for the father and the mother of that boy, but it only increased their determination to fight on.

In the street cars, in the business houses, everywhere, men are met continually in khaki, while occasionally a sentry can be noticed walking back and forth with his rifle over his shoulder in front of some building in which munitions of war are being manufactured, as Winnipeg is doing its share to keep the army supplied with not only shot and shell but blankets, clothing and harness, a large amount of leather being manufactured into such supplies at this point.

### Religious Observance; Respect of Law

Canada is very different from our own country in its religious observance, its respect of law, and the conflict in which they are now engaged has but tended to increase their religious fervor and on Christmas day the absent ones were remembered in prayer. This petition asked "God to watch over those who had gone from their homes to serve the empire in its hour of need, to give them patience and courage in every hour of stress, to comfort them in hours of loneliness and sickness, to protect them from danger and sin and if it be possible may they return with honor unstained and character purified."

Our stay in the city was entirely too short to permit us to say anything about the city itself other than its railway stations are so far superior to those found in St. Paul and Minneapolis as to put one to shame. Its hotels are marvels, one visited being the equal of anything to be found in Chicago, but lacking in the hustle and bustle that would be found in a hotel in the latter city.

We stepped into the Hudson Bay store founded in 1670 and which makes a speciality of furs, secured

Far away to the northward,
On the shores of Hudson's Bay,
Where the rushing Churchill meets the tides,
And the seal and the white whale play;
Where the grey wolf packs go hunting,
Where the white fox makes its home;
In the moss lands where the caribou
In their countless thousands roam;
And beyond the Arctic Circle,
Where the half-breed tends his traps;
Where the Eskimo builds his igloo,
And the huskie howls and yaps.

We also had an opportunity of visiting the Eaton store for a few moments, with its thousands of employees. This establishment equals if it does not surpass that of Marshall Field of Chicago. It is certainly a beehive of industry.

## SUCCESS THRU LOYALTY TO CALLING AND JOY IN DOING

HIGH purpose is back of all worthy accomplishment. This fact cannot be too frequently repeated, nor too strongly realized. Knowledge and skill secured thru patient study and practice, are necessary but there will be no great accomplishment without belief in and love for the work. Successful men of dexterity and high accomplishment have been made such, thru belief and inspiration.

Loyalty to a calling, belief in its possibility, consuming desire for worthy, careful, honest service and signal accomplishment, are the forces that insure constant acquirement, fitness and preparedness to meet and overcome all difficulties, to initiate, carry forward and complete the most finished work and to win the greatest perfection and the real things worth while, whether it be in writing editorials, gathering and preparing news, setting type, or managing the business. The following of the business of newspaper making, with no higher aim than having an easy time and barely living off the business, is a crime against oneself and the people who give support to the paper. The opportunities for useful service are so numerous and so pressing as to make their neglect an offense, rightly to be resented by the community. The joys of accomplishment are so great that to fail in accomplishment is a folly. President Schwab of the Bethlehem Steel Works, with his accummulated millions, speaks from experience when he says there is no real or lasting pleasure in money. The only real joy is in worthy accomplishment. He has refused to accept many millions of dollars for his holdings, not because the price was too small or because the money to be received would not meet his every possible want or desire, but because he wants to work with his twenty thousand employes—whom he calls and treats, mingles and consults with, as partners—in the doing of greater and better things. He commenced studying his business—all the chemistry of ores and everything else useful to the calling— when he was only a stake carrier for the engineer in making surveys, and was always found with a book at hand, even while a stage driver for his father and a grocery clerk later, so that he advanced with rapidity unprecedented in the history of the great steel industry.

Greeley, while at work as a printer, studied more hours than do most students of colleges. He was possessed with the enthusiasm for newspaper editing as Schwab was with the enthusiasm for steel production.

There is a joy in work with such a spirit that gives inspiration, health and long life. If Greeley had stuck to his newspaper work, with all its sustaining, life-giving pleasure, he might easily have lived to be an octogenarian and rounded out a life much more useful to his country and to the age in which he lived, than would have been possible to him in political life, even had he been successful in politics and even elected President of the United States.

President Schwab has not only enriched himself and his employee-partners, but has helped to enrich his country and inspire tens of thousands to successful lives and might, easily, in case of war, become his country's savior by furnishing the materials for defense. We are not intending to eulogize Mr. Schwab but only to impress the thought that we had in mind when we commenced to write; that with the right spirit of zeal there is scarcely any limit to the possibilities of useful accomplishment in any worthy, useful calling and especially in that of newspaper making, that furnishes more chances for direct service to a greater number of people,—to a community, city or state,—in proportion, than does any other calling.

Among men, in this age, the demand is so great for honest information, encouragement, and the promotion of all helps to good government, to educational and industrial advancement and improvement; to security, health, efficiency and improved conditions in every way that no one has a valid reason for envying any one for his accummulated millions.

If there is any reason for discontentment in this world it is over the higher accomplishments of others as contrasted with our own meager efforts and lack of making the best of our own opportunities and abilities and this discontent should be free all malice, but be rather a spur to needed higher effort devotion and enthusiasm for greater accomplishments in one's own calling, a spur to doing things instead of repining over what others have done, however great or worthy. We want to add right here, as something that has come to mind in this brief reference to two men of great and enviable success, that men who have attained, have been men who have studied, and deeply thought upon, the business in which they have been engaged and no one can expect success without earnest study and thought. One must know of the work and of the lives of those who have attained. Many say they have not time for reading and study; reading and study saves time thru acquirement of knowledge and strengthening of mind and purpose, and makes possible not only the doing of more work but much better and more effective work that tells for greater profit and success.

## A NEWSPAPER SERVICE RECOGNIZED

The Yonkers (N. Y.) Herald is naturally gratified over a public statement by the President of the Merchants' Association that the merchants were under heavy obligations for the aid given to business by that paper, saying: "The epigrammatic announcements signed by the Merchants' Association scattered thru the pages of the paper had a remarkable effect. The 'trade at home' slogans and the announcement of the number of shopping days still left brought home to the minds of the public the fact that Christmas was approaching and also that the proper thing for Yonkers people to do was to spend their money in Yonkers. It is my belief that the gratitude of the merchants of Yonkers should go to the Yonkers Herald for the aid it has given the home merchants during the past season."

In the face of the obstacles to such a result, as a local trolley strike, unseasonable weather, very disagreeable days, heavy snows, the rains and wind, keeping the people in doors, the home trade was the greatest in the history of the city, and the home paper is credited with turning the trick, which is not so unusual as is the public acknowledgment of the newspaper's valuable service. It was declared "Despite the adverse circumstances, the shoppers came out in larger number than ever before, bought in larger quantities and bought earlier. This latter feature was an incident most gratifying to the merchants. There have been seasons when all our business came in a rush in the few days preceding Christmas. This year some Christmas purchases were made a month ago."

## KEEPING COST SYSTEMS IN TWO OKLAHOMA OFFICES

KLAHOMA offices are up-to-date, and there is some indication of the prosperity and good standing of the members of the State press, from the fact that there are twelve editors of home papers in the State Legislature and they are evidently worthy of their positions. Men who thoroly understand their own business and count the costs are worthy to look after the affairs of a State and guard its finances—its expenditures and the receipts with which to pay the bills.

This is by way of preface and a little out of line, tho not out of harmony with the matters we started out to present.

In the clipping sheet of the University and Editor, published weekly by the School of Journalism of the University of Oklahoma, we had noticed a couple of communications pertaining to business and cost keeping methods used by two Oklahoma newspapers—The News-Capital and the Chickasha Star—and felt that there was much in these of real value to readers of the National Printer-Journalist and hence concluded to make them sharers therein. Here they are as given by the University and Editor:

### Real Business Methods Used on News-Capital

"I am enclosing copies of blanks we use in our cost system," writes Editor J. Roy Williams of the McAlester News Capital. "We have a very complete system and know what each job costs, what the press room costs us each day, the cost of the composition room, the expense each week and each month, as you will see from enclosed blanks.

"We know what each page of the newspaper costs, what it costs to set an inch of advertising and what it costs to produce it on the printed sheet, the cost of our composition both for the paper and for adds and job work.

"This is the only way in which the business can be intelligently conducted. Will be glad to give you any information relative to these blanks that may interest you."

Mr. Williams enclosed blanks that indicate two things. First, the News-Capital does know exactly "where it is at" on everything it does, from printing its excellent daily to its smallest commercial job; and second, the system it uses has been adapted to the particular needs of an office that has three linotype machines, a Webb press and all the equipment needed in an office of its size.

Standard time sheets are kept by each man in press and composing rooms, a daily report is made on the press room and a complete one for the newspaper as well as the job department is made out each week. A complete record for each job is contained on an envelope with the ticket. This remains as a permanent record, an aid to estimating similar jobs in the future.

The newspaper weekly report includes the total number of pages for the week, the amount of advertising composition, hand and machine, the number of ems set reading matter, with the cost per thousand ems; the cost of make-up, total cost of composition per page and the cost of cut service and plate; the amount of stock used, Duplex press time; the total cost; and the average cost per page.

In addition to this, a monthly report balances the complete resources and liabilities of the News-Capital company, and that report, in liabilities includes such items as depreciation, rent, insurance, taxes, postage and everything else, even to an item for "petty expense."

### A Cost System—J. W. Kayser, Chickasha Star

In regard to our cost system in my office, I use a very simple cost system. I have a job book in which the job foreman enters each job and the time he was employed on it. I balance the work by days so that each night I know exactly how much work was done that day. I know when the cost of the job is computed how much money I have made or how much I have lost and then at the end of the week I balance the totals again.

I have found the keeping account by days, an excellent things because the boys in the back office like to get out a good showing so that they can tell the printers of the other offices how much work they have gotten out that day.

## SPOILAGE

Many printers when they figure on a job make no provision for spoilage on the press or in the bindery. Yet when these same printers order the stock they usually order more than enough for the prospective work. Thus they recognize on the one hand that spoilage is a legitimate expense, but fail to recognize that it is a legitimate charge.

When Ben Franklin said that every tub must stand on its own bottom he probably had in mind this very question, for the pressmen and feeders and binders of his day were just as apt to spoil a few sheets during the operations as are the workmen of today. Spoilage is incident to the job; no job can be put thru a printery without a margain of spoilage. The item of "stock" in any job means that delivery thereof to the plant—all freight and cartage are rightly chargeable to the job. The handling of stock in a plant has been shown to cost an average of 10 per cent—or perhaps 20 cents or 25 cents per 100 pounds is a more equitable charge—and this is a legitimate charge against the job.

This will hardly be questioned. So why not spoilage? As to the amount; it will vary in every plant and on every job. In many cases it need not be figured, and is not figured, at all. But when it is to be figured in the stock order it should be figured in the estimate. Unless it is charged against the job it must needs go in the overhead in some way or come out of the profits. In either case it is an unfair charge against other customers or against the house.

All of which brings up the question as to who should pay for office corrections in the composing room; who should bear the burden of spoiled jobs; who should be saddled with the bad accounts inevitable in a printing plant, and so forth. These are well worthy the attention of clubs; there is ample room for differences of opinion; nevertheless it would be well to bring about uniformity of methods, if for no other reason than to effect a standardization of hour costs in the various plants now being run under cost systems.—Ben Franklin Witness.

The Philadelphia dailies have advanced the retail price from one to two cents per copy with no ill results. Two cents is low enough for any daily paper and certainly, where the size runs from twelve to twenty-four pages. Readers should be willing to bear their share of the burdens in this time of high prices and feel that the papers are published for their benefit.

## THE WISDOM OF THE AGE

**The Ben Franklin Club of Cincinnati—Some of the Doings and Sayings at Banquet and Luncheon ...**

THE BEN FRANKLIN CLUB of Cincinnati is a live institution and supports a live, little, four-page publication, the Ben Franklin Witness, that is always running over with stories of the doings of the Club and with wise, practical thoughts and wise words spoken at its dinners, luncheons, meetings and banquets. The issue of January 22 tells of the Annual Banquet which was a great success in every way. The principal speaker at the banquet was Rev. Thayer, who in his address "drew a parellel between Benjamin Franklin and Abraham Lincoln in their humble birth, early vicissitudes, love of good books and thoro enjoyment of humor, an attribute that helped tide Lincoln over the great national crisis and preserved his sanity in that trying period.

"Rev. Thayer adhered most closely to the general plan of Franklin's autobiography, and quoted ten anecdotes from it in illustration of his ready wit. He paid high tribute to the genius of the young America and led up to his conclusion by commenting on the proposal of Mirabeau, that the National Assembly of France wear mourning for three days on the occasion of Franklin's death. "Such," said he, "was the high distinction which this son of a Boston laborer had won by his humor, wisdom, his general capacity for dealing fairly, and we do well wherever we get an assemblage of people together to celebrate the natal day of this sage, this statesman, one of the finest products of American democracy."

### A Touching Incident

In referring to one incident, the Witness says:

Chas. H. Barr gave a toast, "To Our Departed Brothers." In the pause that followed we were quite conscious that his words, "I like to think that in some manner unknowable to us they are with us tonight," were freighted with a meaning beyond our ken, but was it fancy or did we catch the rustle of spirit robes?

The excellent program was brought to a close by the singing of the national anthem, "America." It was inspiring, as usual; the guests departed, going their several ways, but the refrain that each heart sang on the homeward way might well be condensed in the concluding words of Mr. Cannon's final solo:

"For memory has painted this perfect Day
In colors that never fade
And we find at the end of a perfect Day
The soul of a friend we have made."

At the Tuesday luncheon, January 16, the Club had drawn on the law for its speaker, Dean O. R. Rogers of the Cincinnati Law School, who is reported by the Witness as saying, in connection with many wise and valuable words—taking for the text of his discussion that part of the Club's Constitution which reads: "To cooperate with one another in eliminating the evils of ignorant and ruinous competition."

"It has been heretofore supposed that competition was the life of trade, the life of business." * * *

"We are living in an age of advanced social service where the rule of the survival of the fittest does not apply. We have finally reached the conclusion that it is the duty of the man who is strong, of the community that is strong to put forth a helping hand and lift those who have not sufficient strength or education to help themselves.

"We have found as we have grown in civilization and in Christianity that instead of the strong always overriding the week that the great purpose of ourselves anywhere in life, business or elsewhere, is to serve humanity rather than to try simply to serve ourselves.

"So, too, the man who is in business simply to make money, who gets all that it is possible out of a community, out of the republic without returning all that he can possibly return is a man who ought not to be in business. The purpose of business is to serve the public and the man or organization that best serves the public is the man the public will best serve.

"The great element that makes for success is not so much the amount of capital you have back of you; it is not so much your particular method or form of doing business but it is the personality of the men who form the institution and that means their method of meeting and dealing with the public. Emerson says, 'A man's success in business is simply the lengthening of his shadow.' If he has succeeded it means that he has a personality that is worthy.

"Treat the public as it should be treated and on the other hand it will give you the treatment you deserve. After all this old world is a mirror; it reflects back to you what you put into it. If you treat the public as if you had no confidence in humanity, presently you will find that the public has no confidence in you. If on the other hand you confide in people, if you welcome them and cast sunshine upon them, you will find reflected back that which you gave. The world treats you very much as you treat the world.

"The principles of the Golden Rule can well be applied in all paths of business life, they will work. When you take it and reverse its principles, you will find that as important as the Golden Rule itself—that the other fellow and the other fellows and the world are going to do unto you just as you do to the other fellow."

* * *

## NEW YORK ASSOCIATED DAILIES ADOPT SIMPLIFIED SPELLING

The New York Associated Dailies, in session at Albany, have endorsed unanimously the simplified spelling movement in the following resolution:

"The spelling usage of the National Education Association has received encouraging support from the National Editorial Association, The American Association of Agricultural College Editors, and state press associations, as well as from hundreds of newspapers and periodicals in the United States. In addition, 380 institutions of higher learning, school systems, both city and state, as well as individual schools, state teacher associations, city and country teachers association, have given this usage generous recognition, thereby introducing approved simplified spellings to the citizens of the United States and preparing the way for their reception in the public schools.

"Be it, therefore, resolved, that the New York Associated Dailies endorse the spelling usage of the National Education Association and adopt, for us in official correspondence and publication, the forms:

tho, thru, thoro, program, catalog, pedagog."

This rule is intended to cover also derivatives and compounds, as thruout, altho, thoroly, thorofare, thoroBred, prolog, etc.

The Simplified Spelling Board was represented by Dr. Abram Gideon, who addressed the association on the progress of the simplified spelling movement in the educational world and among newspapers.

## HUNDREDS OF DOLLARS WORTH TO EVERY PUBLISHER

We agree with Mr. McKeever in the following letter that "other newspapers will be interested in what the managers of the Aberdeen Daily American have done" and many will be profited to the extent of hundreds of dollars, annually, if they do likewise:

Aberdeen, South Dakota, Jan. 15., 1917.

National Printer-Journalist, Chicago.

Gentlemen:—We have epitomized some of the changes which the American has been making of late and I enclose them herewith. Possibly other newspapers might be interested in what we have done.

I believe our action is regard to subscriptions, insisting upon their being paid in advance, is a good deal in advance of the methods by which most subscription lists are handled.

Sincerely yours,

J. H. McKEEVER.

### What the Aberdeen (S. D.) American Has Done Now—It's Always Doing Something

Has taken on the full leased wire report of the Associated Press.

Has increased its subscription rate in city to $7.00 a year and in country to $4.00 a year. Street sales 5c per copy.

Has enforced a paid-in-advance policy by carrier and mail delivery BOTH.

Has thus become the highest priced daily in South Dakota—and the best in the northern half.

Has discontinued its weekly issue because it had outgrown its usefulness.

Has transferred its weekly paid-in-advance subscribers to the Thursday daily issue.

Has by these changes created a circulation that is all pure gold—all paid-in-advance, stopped when the money runs out, no premiums, no contests, no nothing, but the merit of the paper and the money of the subscriber.

Has been a member of the A. B. C. from the first.

Has paid all its debts—doesn't owe anybody anything.

Has begun to make money for its owners and can make money for an advertiser who wants to reach the rich and prosperous northern half of South Dakota.

It took the publishers of the American, Neill and McKeever, three years to learn that a subscriber who didn't pay in advance was of mighty little value to either the paper or its advertiser. The man who won't pay for his paper won't pay for anything he buys of an advertiser.

So we cut 'em off.

Now we get the money from our subscription list and so do our advertisers.

This is the kind of clientele every advertiser seeks—money to pay for the paper and money to pay for his products.

And another thing we learned. The only good kind of subscriber is one who takes the paper because he wants it.

So we decided to make the American the best paper and depend on that to build us up. We cut out premiums and contests and cut rates.

We added the full leased wire news report of the Associated Press. This means that news and especially market reports will be delivered to the northern half of South Dakota 12 to 24 hours ahead of any other source. We made our South Dakota state news page the best and we built a reputation on our sporting page. Now our market page we propose to fill with all information desired daily by farmers, bankers and merchants in this half of the state.

We learned that news in the American made advertisements in its pages better read.

## "THE DAILY NEWSPAPER, THE CHURCH AND THE DEPARTMENT STORE"

Speaking at the January dinner of the Sphinx Club in Brooklyn, F. E. Fehlman, of the H. W. Glasson Company, combined the daily newspaper, the Church and the Department Store as three great forces that are rapidly molding the character of our people, saying:

"I have come to the conclusion that to analyze a town and its selling opportunities for the advertiser is to find out the quality of the newspapers, quality of the department stores, and the quality of the church life of the city. I am not going to enter into a discussion of this, but simply point to you my method of analyzing the selling opportunity of a town, because thru cultural education and right living most always comes some form of ethical teaching; whether Jew, Gentile, Catholic or any one of the hundreds of Eastern religions.

"Ie believe that the quality of the churches in the town has much to do with the success of department stores and newspapers.

### Advertisers and Publishers

"Now the newspapers:

"I never knew what a newspaper was until two years ago, when I started traveling each week-end in a different direction, spending Thursday, Friday and Saturday in different cities and discussing general conditions with publishers and editors. I have found that once the advertiser knows publishers and editors as they really are, that there is bound to come a change in the selling policy and a keener appreciation of the tremendous power which the daily newspaper wields in this country.

"The greatest difficulty I have had, however, has been in convincing publishers that one of the greatest services they could render to subscribers, which are in most cases largely women, is to study merchandise, and not only study it from the standpoint of how long it will last, and how much it costs, but what style value is in this merchandise, and what does it contribute to the culture of your subscribers.

### Some Quick Turnovers

"Since I have learned what newspapers really are, what publishers and editors are striving to do; since I have come to know hundreds of merchants well enough for them to tell me their own ideas and plans, I have come to the conclusion that we manufacturers must have one ideal, one ambition and one goal, and that being to render a service which in itself fulfills every requirement and every request of not only the consumer, but of the small dealers who distribute our merchandise.

"In other words, if I, as a manufacturer, making one line of merchandise, studying it thoughtfully, carefully, intelligently, become a specialist in all of the angles of its distribution, then the the greatest service I can render the department store is to show it how to take what I have learned and from it show the department store how to make quicker turnovers on the merchandise and larger profits.

"No, this is not overstepping our province. It is a responsibility which we must assume, and all manufacturers who are assuming this responsibility are looked to with respect, with a confidence by stores in every class.

# "Millions of Dollars in Savings to Publishers"

PRESIDENT E. H. TOMLINSON of the National Editorial Association, referring, in a letter of January 28th, to the print paper hearing in Washington, writes: "I want to thank you for the attention given in your magazine to the paper situation. While the giving of the news was quite important, I consider the editorial commendation of even more importance.

"While the fight is not all over, nor the victory complete, we have secured concessions that are worth millions of dollars in savings to publishers. This came about thru having a national organization. If we had had a stronger organization we could have put up a better fight and this is the imperative need for the future. If you, in another number, can use this as a text (both the great things that have been accomplished and the evident great need for the future) for an editorial arousing publishers to the urgency of making the national organization more powerful, it will be most helpful and may lead up to the decisive action that should be taken next July."

The great trouble is and has been, all along, that editors and publishers do not and have not appreciated the value of organization or the direct profits or benefits that have come thru the National Editorial Association. Most men are unable to recognize benefits, or even direct profits, unless they can actually see the money paid over the counters or coming in checks thru the mails.

This Association might have been much more valuable in producing direct profits, as well as in securing better, profit-yielding methods, better advertising and subscription rates, needed and profitable publicity, or legal advertising; in protection against unjust libel laws, against increased postal rates and many kinds of injurious legislation, had the organization been stronger, with closer organization and greater solidarity, more thoro co-operation and more general and representative representation, but what has been accomplished in these lines has, in the aggregate, amounted to many millions of dollars in savings and the increasing of profits, not only of the members but of all publishers. At the convention of 1894, at Asbury Park, N. J., matters were brought out with regard to provisions in the different States, for needed public publicity, or legal advertising, that by adoption in the different states were estimated to be worth over a million dollars to the press of the country, besides being a real public good. The Asbury Park Convention was no exception, in great utility, and real benefits to many others. If a careful digest of the proceedings for thirty-one years, with the view of ascertaining the real money benefits that have resulted to the members of the press, were made, the aggregate amount would be almost unbelievable. Still not nearly so much has been realized as might have been gained by a more thoro organization. At the very beginning, co-operation in soliciting and handling foreign advertising, in ascertaining credit responsibility, in legislation, and many other lines, with sufficient capital for carrying on the work, was strenuously advocated, but we have gone on for thirty-one years, accomplishing a great deal, to be sure, building up better and stronger newspapers, advancing education in journalism, securing much knowledge thru papers, discussions and comparing of views, and thru broadening, informing travel. There has been, however, only spasmodic united action to prevent imposition and to defeat adverse legislation, and directly to promote business. Much knowledge and a great deal of intelligent action have been secured. There have been made and cemented most valuable friendships. It has all been worth while and the results seem entirely satisfactory, except when one considers how much more might have been accomplished thru a closer, more thoroly united, systematic organization, business-like, practical, with fully defined objects and with properly paid agents or officers so that they could be efficient and effective in planning, arranging and carrying forward needed and approved work for the good of the members.

* * *

## NEWS NOTES AND COMMENTS

The editor of "The Three States" at Middlesboro, Ky., has submitted a plan to a meeting of publishers in that city for a coöperative paper mill. The East Tennessee Ossociation is expected to coöperate in the project. It is expected to adopt a definite plan at Knoxville on the 10th instant. There is certainly opportunity for a successful paper mill in that region, with abundance of streams, water power and timber.

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A committee was appointed by the Maine Press Association, at Portland, January 19, to take steps toward forming a coöperative agency for the purchase of news print. The committee consist of Frank B. Nichols of Batch; C. H. Fogg, of Poulton, and I. H. Ogier, of Camden. Coöperative buying has been suggested and recmended by paper manufacturers, and an agency for that purpose, properly managed, ought to prove of great benefit.

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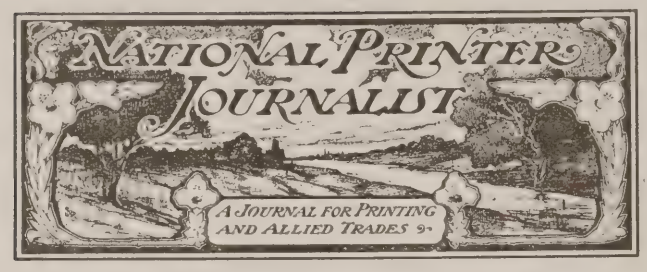
The Maine Press Association divides its membership into three divisions with a separate chairman for each: Daily Newspaper Division, Hon. F. B. Nichols, publisher, Times, Bath, chairman; Weekly Newspaper Division, Charles H. Fogg, Times, Houlton, chairman; Job Printing Division, Fred H. Tower, Portland, chairman. This plan certainly seems to possess merit for the securing of full representation and a full consideration of each department of the business. Of course, joint and separate meetings of the divisions can be arranged so that full benefit can be secured by all, and each may receive the specially needed information and help on all matters and details in his particular line while again all may cooperate for the good and protection of each. At the recent meeting it was the consensus of opinion among the publishers that the smaller papers, the weeklies, should co-operate in the purchase of paper, thereby securing much lower prices.

The members of the Northern Minnesota Editorial Association will hold their summer meeting and take their outing with the National Editorial Association that opens in Minneapolis, July 8th.

At the winter meeting of the Association, the following were elected officers: Will Wilke of the Grey Eagle Gazette, president; George E. Ericson of the Spooner Northern News, vice-president; and A. G. Rutledge of Minneapolis, secretary and treasurer (re-elected for the ninth term). These officers with H. P. Phillips of the Mahnomen Pioneer, H. Mayne Stanton of the Bemidji Sentinel and A. L. LaFreniere of the Grand Rapids Independent, compose the executive committee.




RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate

Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.

Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO ILLINOIS FEBRUARY 1917

The Wayne County Press of Fairfield, Illinois, issued a remarkably complete and interesting Wanderers Edition on February 8th. The "Messages from Wayne's Wanderers" came "From Sunny Florida's coral reefs to breeze-fanned Olympia." The reports from the old residents were filled with friendship, good cheer and sympathy, with stories of happiness and prosperity, with instructive and educative information. The weal of all parts of the Union was told in loving, sympathetic terms that, at the same time, spoke kindly remembrance of the old home. Many Americans may make mistakes in wandering from the old home but, as a rule, those who strike out to seek abodes and fortunes in new regions, are enterprising and have good reason to believe that they can either find broader fields of service or that they can win for themselves better conditions and larger prosperity. Migration has built up our great, harmonious, American commonwealth. "A rolling stone may gather no moss," but this is not true of people who move from one locality to another seeking betterment, at least, the letters found in this symposium show that these wanderers from even so good a region as Wayne County, Illinois, have found good fortune and contentment, and have broadened their vision and their lives. What we wish to say, however, is that the home paper that does not seek and use this source of interesting information, and means of arousing kindly interest and the awakening of memories and reviving friendships among old friends, makes a mistake and misses an opportunity to please, and greatly to increase the knowledge, as to our great country, to enlighten and broaden, the home readers and to open the ways to improve the old homes, and the old community as a whole. It misses the opportunity to hold old subscribers, to secure new ones, and, greatly to increase the influence, popularity and useful service of the paper.

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"God has made of one blood all the nations of the Earth and set their limits" and it is well that nations as such should keep within the limits set and develop their own peoples and their own nationalities and not interfere with or endeavor to direct or control other nations, just as each family should look to its own concerns and each individual attend to his or her own affairs, good conduct and upbuilding. This, however, does not signify that the people of one nation should not mingle with the other peoples or not change nationality if such change seems desirable. The mingling and intermixing of peoples of different nationalities, has ever tended to the betterment of the race, as the intermarriage among unrelated families has prevented deterioration and has developed stronger, better, healthier, and more intelligent men and women. New families and new nations are built up and demand the entire loyal allegiance of each member. There should be no other thought than that of loyal compliance with the new demands, the new relations and the new duties, tho there is nothing against, nothing disloyal in, retaining affection and care for the old family or nation. There has been a good deal of nonsense about Hyphenated-Americans that should be driven out by the American Press. There is no less sense for a good deal that has been written than there would be in raising the cry of a division between members of a family, that one is a Smith and another a Brown and for this reason one must stand by the Smiths and the other be on the side of the Browns.

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There is a great increase in literary publications and there is evidently a large demand. Newspapers can profitably be looking forward to the time when the newspapers can profitably give greater attention to literature. The schools of journalism are, undoubtedly, exercising a widening influence toward greater literary ability in the newspaper press. Past President Will H. Mayes, chairman of the School of Journalism of the University of Texas, in his address before the last convention of the National Editorial Association, on "The Probable Influence of Schools of Journalism on American Literature," made the statements based on sound reasoning:

"If there is in fact any difference between

journalism in its best form, and literature, it is so slight that it cannot be readily distinguished. Was Bryant's 'Thanatopsis' any the less literature when it first appeared in the North American Review than it afterward became when it was issued in book form, or than it will be a hundred years from now when it will have had the approval of the critics of many generations? Would it have any less literary claims had it first appeared in the New York Evening Post of which Bryant afterward became editor?

"Journalism has been largely responsible for the almost revolutionary changes of the past half century, because it has pioneered, promoted, and financed the marked departure from the old style of literature. It has sought for the new in letters even when scholars have frowned upon it, and purists have protested against it; it has flaunted a new literature before the people until they have come to like it and demand it, altho many savants still disapprove its freedom and flexibility. * *

"While there may be some dispute as to whether journalism is furnishing the highest type of literature, there can be no question that it is not the most prolific source of literary production. Not only are the magazines and weekly publications constantly searching the world for the best writings, for which they pay prices that half a century ago would have been regarded as fabulous, scattering them thru their publications to all quarters of the globe, but the best daily papers find it necessary to retain literary editors of discriminating taste and judgment, whose duties are to supply the public with the best obtainable literature. * *

"The conditions must be accepted as they exist and must be used to best advantage. The schools are doing their utmost to create higher standards by educating the youth, but our educational system leaves the intellectual training of the mature men and women to be directed by the publications issued by the press. More than eighty per cent of this mental pabulum is journalistic or periodical, and is gathered and edited by men and women now largely without any standardized system of training for their profession. There has been in the past much complaint as to the low literary standards of our journalism. Much of this criticism has been carping in character, but some of it has been deserved. What more could have been expected of journalism than it has accomplished, when it is considered that it has never until now had any school from which to impart professional training? No other profession has ever attained professional dignity or maintained an esprit de corps until its schools have brought it from a drifting, chaotic condition into a recognition of its important provision. * *

"Thirty years ago, teaching had little or no professional place or standard, because it had no professional training school. Today, as a result of schools of education with fixed standards and a constantly increasing professional literature, pedagogy stands among the most honorable and most important of all learned professions. As a consequence of this professional advancement, which has affected alike the university professor and the rural teacher, popular education has made far greater progress in the past twenty years than in any previous half century in the history of the world."

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## "UP TO YOU"

One of the largest, and "livest" organizations for printers is the Franklin Typothetae of Chicago. This organization recently mailed a slip containing the following important statement of printing material prices and brief message to printers:

**On the Ragged Edge?**

There's no excuse for it. Revise your costs to meet existing conditions. Remember—you're entitled to a fair profit every time. You surely want "your place in the sun." Getting there is altogether up to YOU.

These cost you more—therefore, charge more:

| | Advance |
|---|---|
| Paper | 50 to 100% |
| Photo Engravings | 25 to 100% |
| Electrotypes | 20 to 50% |
| Inks | 100 to 500% |
| Rollers | 40 to 50% |
| Tympan Papers | 10 to 50% |
| Wiping Rags | 150% |
| Binders' Wire | 100% |
| Type Metal | 50% |
| Straw Board | 50% |
| Other Items | 10 to 200% |

THE FRANKLIN TYPOTHETAE OF CHICAGO.

Comment is hardly necessary. With these figures before him, it is only necessary for the printer to use the hard sense of the baker, the butcher and the supply man, and to make his prices in accord with common business sense and the duty he owes to himself, to his business and to those dependent thereon.

Everybody has been pretty well educated to high prices by this time, and it ought not to require much nerve to demand what is one's due and without which he will, certainly, soon be "on the ragged edge." Nobody will be beggared by high prices, so long as all prices are high, if everyone gets the price to which he is entitled.

## A NEW ADVERTISING MANAGER

### The Necessity of Ad Experts

Our friends, Wm. J. Kline and his son, Gardiner Kline, have made a most worthy newspaper success of the Amsterdam (N. Y.) Recorder-Democrat, but there are new fields to conquer and we congratulate these enterprising gentlemen upon their securing, as an addition to their force, an advertising man of wide experience and noted success.

The advertising branch of newspaper making has wonderfully advanced and has become a profession in itself, requiring adaptability and thoro training. Large concerns have come, of late years, to the employment of their own advertising specialists and there are advertising experts who sell their services to numerous clients, but these are not always available. Every newspaper, today, must be strong in its advertising department, that has gone far beyond the old idea of merely soliciting advertising copy or selling space to be filled in any creditable manner. The newspapers now only hope for adequate success by making advertising profitable to advertisers, and, to this end, it is necessary that advertising matter must be especially prepared in a way to convince the prospective advertiser that it will bring business. No publisher should accept advertising that he believes has little possibility of bringing trade. Service to advertisers is the key to success.

The new advertising manager, who has become associated with the Amsterdam Recorder, has been associated with the firm of A. Brown & Son Co. for twenty years. He comes to his position fresh from the side of the seller, the dealer in advertised goods and knows the demands of the service necessary to secure business. The Schenectady Gazette says of him:

William H. Kuhn, one of the best known advertising men of the state and a member of the firm of A. Brown and Son Company, will sever connection with that concern Friday to assume immediate business relations with the Amsterdam Recorder. He will have full charge of the advertising department and associate himself with the business manager, Gardiner Kline, in the management of the daily, which is one of the best known daily newspapers of the state notwithstanding the fact it is located in one of the smaller cities.

"For 20 years Mr. Kuhn has been with the well known furniture house here, and since 1903 he has been a member of the firm. He has exercised full charge over the advertising of the firm's business and general sales and his work in that field had brought to him wide notice among the advertising men of the country.

"Since the organization of the board of trade Mr. Kuhn has been a leader in the civic life of Schenectady, accomplishing much thru his geniality and business ability in the furtherance of the projects promoted by the board."

## CALIFORNIA EDITORS DISCUSS LIVE TOPICS

The members of the California Press Association, at the recent meeting in San Francisco, discussed the high cost of paper, trading stamps, uniform prices, advertising rates, college journalism, free publicity and political editorial policy. Plans for meeting the paper situation were proposed by seventy-five editors in attendance, and ranged from a proposal to build a coöperative mill in this State to coöperative buying.

The matter was referred to a committee consisting of W. F. Mixon of Woodland, A. W. Mason of Bakersfield, C. L. Day of San Luis Obispo, and E. S. Wickhiser of Pasadena.

## UNFAIR CRITICISM DESTROYS PEOPLE'S CONFIDENCE IN GOVERNMENT

### Governor E. L. Philipp of Wisconsin Warns Journalism Students of Dishonest Partisanship in Newspaper Reporting

"The government belongs to the people and when you misrepresent it to them so that they lose confidence in it, you are injuring the people's institution," declared Governor E. L. Philipp of Wisconsin in addressing the seventy-five members of the "Scoops" and the "Cubs," the two organizations of journalism students at the University of Wisconsin at a joint meeting.

"I do not mean, of course, that the government should not be criticised, for if the government were not subject to criticism it might become corrupt. But criticism should not go beyond the truth. If you have got to draw on falsehood in your criticism, you had better not criticise at all.

"You cannot escape the moral obligation involved in criticising the government unfairly. When you criticise the government of Wisconsin or any other state untruthfully so that you lessen public confidence in it you are going too far. Freedom of the press is not license.

"A newspaper man has no more right to lie than has a man in any other walk of life. A liar never gets anywhere in the end. A man never gets anywhere who works on a lying sheet for the sake of a job.

"If you make a practice of fabricating, you may be successful for a time, but sooner or later your readers will find you out, and then they will not believe you under any circumstances. I am not opposed to attractive, well written news stories that are made interesting as long as the writer adheres to the truth."

## OSCO ROUTING MACHINE

The No. 3 Osco Routing Machine, advertised in this issue, is made at 185 Franklin St., Boston, by the Osco Machine Co. It routes wood and metal and is an improvement over the old No. 2 Osco Router. A straight line gauge has been added for beveling plates and routing ruled forms, also, powerful quick-acting screw clamps and a grinder for sharpening tools. This router is recommended for wood and electrotypes. It is claimed that, with this machine and a few engraving tools, and a little practice, a printer can make very creditable print blocks for many small jobs that will increase the selling price without materially increasing the cost. Particulars and directions will be furnished on application at their Boston office.

## NEWSPAPERS INCREASING PRICES

News comes from all over the Nation of newspapers increasing prices. "There is a reason" and the fact is that, in many cases, there has been a good and substantial reason for such increases, but, with the high price of paper, known to every one, it is an opportune time to do that which ought to have been done years ago. Papers have been sold too low and, also, advertising space. Now is the appropriate time to advance prices.

# When a Good Man Dies

## Testimonials to the Memory, the Life and Work of the Late Past President A. D. Moffett of the National Editorial Association

SOMETIMES, amidst the toils, the sorrow, the misunderstandings and disappointments of every day life, the doubting soul wonders whether it is all worth while. But when a good man dies—who has filled his days with useful work, has been kindly, honest and helpful,—and the words of loving appreciation are spoken or written, the real value of life appears. It seems sad that this appreciation might not, oftener, have been made known to the living. There is a great satisfaction in knowing that the good in every life is appreciated and there is consolation to the sorrowing in the memory of the years that have been worthily lived. Since the decease of the Past President A. D. Moffett, whose sudden and unexpected death was recorded in the January issue of the National Printer-Journalist, there has been an outpouring of kind expressions in the press, and, directly, to the noble woman who shared his life's work. These, very properly, have been published in the paper that commanded his love, his care and best efforts, during his most active years. The expressions of esteem, appreciation, love and sympathy contain very much that is instructive and edifying, as well as consoling, and we feel that we cannot do full duty to his many editorial friends without publishing a few of these selected from the Elwood Daily Record and other publications, just as they appeared. That many of these were addressed directly to Mrs. Moffett, who, like the noble woman that she is, has now, bravely taken up the work of her deceased husband, gives added impressiveness:

From the Elwood (Ind.) Call-Leader.

### A. D. Moffett Answers Call—Editor and Prominent Citizen Passed Away at Indianapolis Hospital Last Night—Good and Useful Life Eends

A brave and valiant fight for life ended and a good life came to a close at an early hour last evening when Alonzo Dale Moffett, editor and owner of the Elwood Record and a prominent and patriotic citizen of Elwood for a score of years, passed away at the Robert Long Hospital at Indianapolis where he was taken a week ago today in the hope that treatment he could receive there might restore him to health and strength. While it had been realized for days that his condition was extremely critical, yet the family and great circle of friends here had hoped against hope that a change for the better might come.

For the past year the deceased had been suffering from stomach trouble and during the latter part of the past year his condition began growing serious. Late in December the final collapse came. One week ago today he was taken to the Indianapolis hospital where on Friday night he underwent an operation as the last hope that his life might be saved. Monday and early yesterday it seemed he was gaining strength, but this must have been the final effort just before the collapse. Yesterday afternoon there came a decided change—a change for the worse and he continued to sink rapidly until the end last evening.

The remains were returned to Elwood today by Undertaker Clark and the funeral service will be held at the Humbolt Street Christian Church tomorrow afternoon at 2 o'clock, Rev. Robert Sellers in charge, with several fraternal orders of which he was a member, attending in a body. The remains will then be returned to the home, 422 South H Street, and on Friday morning will be taken to the old home at Spencer, Ind., where burial will occur.

Mr. Moffett was born October 10, 1859, on a farm in Owen County, Indiana, and was one of six sons born to Mr. and Mrs. Hamilton Moffett. Both parents are deceased and the three sons surviving are Webster V. Moffett, Bloomfield, Ind., Mark Hamilton Moffett and E. Earl Moffett, Kansas City, Mo. All will attend the funeral.

Alonzo Dale Moffett, Deceased

The boyhood of the deceased was spent on the farm, his early education being gained in the district schools. He then entered Indiana University which was then in its infancy, graduating from there in 1883. He then entered Johns Hopkins University for a year's post graduate course. He returned to his home at Spencer and on June 4, 1884, he was married to Miss Hester Alverson, who survives him.

Following his marriage, Mr. Moffett took up educational work as a teacher in the schools at Tipton and from there he went to White Cloud, Kan. While in the west he became interested in civil engineering work and for a time was in the employe of the Burlington railroad company, working in Wyoming. He did not take kindly to life on the frontier, however, and he returned to In-

diana University where he received his Masters degree in 1889.

He then went to Peru, Ind., and later to Decatur, serving in both cities as superintendent of the public schools. In the year 1897 he came to Elwood where he purchased the Elwood Daily Record and he had since conducted the affairs of that paper as editor and owner.

The deceased was a member of the Christian Church which he entered at the age of 19 years, and thru life he was a true and devout christian. He was a deep student of the Scriptures and for years had served the Christian Church here in the capacity of Elder, Superintendent of the Sunday School and a teacher there. Next to his home to which he was deeply devoted, his church and his college lay nearest his heart. He was a member of the Beta Theta Pi fraternity of the University, a classmate of William Lowe Bryan and David Starr Jordan, and altho it had been years since he had entered the school halls as a student, he returned frequently to his Alma Mater where he was always a welcome guest.

Mr. Moffett was affiliated with the Masonic, Elks, Odd Fellows and Knights of Pythias Orders and at the time he was stricken with the fatal illness, was serving as Esteemed Leading Knight of the Elks lodge. He was also a member of the Chamber of Commerce and was the founder and president of the Indiana University Alumni Society of this city.

In the passing of A. D. Moffett, Elwood suffers a distinct and heavy loss. He was a man interested in the community, a man of the highest morals and ideals, a man whose domestic and public life were above reproach and a citizen whose life tho comparatively short, will continue in the memory of the great circle of friends he leaves behind.

The remains will lie in state at the home on South H Street this evening between the hours of 6 and 9 and friends are asked to call then to pay their respects.

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It is with great regret that we learn of the death of our friend, A. D. Moffett, of Elwood, Indiana, whose death occurred January 9th. Mr. Moffett was a leading newspaper man of Indiana and was a comparatively young man with a brilliant future and his demise is cause for regret in the upbuilding of that state. His paper was a daily and held a high position in Democratic circles. He leaves a vacancy that will be hard to fill. His bereaved wife has the sympathy of the entire newspaper fraternity.—Belle Plaine News, Belle Plaine, Kansas.

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Scores of newspapermen in Indiana will be grieved to learn of the death of Alonzo D. Moffett, owner and editor of the Elwood Record. Mr. Moffett was well known in newspaperdom not only in this state but thruout the country. For twenty years past Mr. Moffett has been owner and editor of the Record, a paper which he held to high ideals and real community service. His untimely death, he was only 57 years of age, will be mourned by all who knew him.—The Kokomo Tribune.

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Alonzo Dale Moffett, editor of the Elwood Record, died at the Robert W. Long Hospital Tuesday night about 7:30, following an operation last Friday. The funeral services will be held at Spencer, Ind., his former home. He graduated from the University in 1883 and from here went to Johns Hopkins University.

He has been prominent in Democratic political affairs and in many Democratic legislative measures. He was a personal friend of President William Lowe Bryan and David Starr Jordan, a member of the Beta Theta Pi fraternity, and was president of the Indiana University Alumni Association of Elwood—Bloomington Student.

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My Dear Mrs. Moffett:—

I have just learned thru Secretary Schlosser of Mr. Moffet's death and wish to offer you the personal sympathy of Mrs. Hotaling and myself. Thru past associations we both formed a very high personal regard for Mr. Moffett and realize fully the great loss which you have sustained. Coming so sudden the blow is all the more poignant and sad. Cut down in the very midst of his life of usefulness he will be greatly missed not only in the home but in the city which he has contributed so much to build up and improve. Our national association will seem incomplete without his presence but we will always remember the part which he contributed in endeavoring to advance the interests of the editorial fraternity thruout the country. May he who comforts us all in hour of sorrow be your firm and steadfast supporter in this your season of affliction.—H. C. Hotaling, Vice President, National Editorial Association.

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My Dear Mrs. Moffett:—

Words fail me to express my deep sorrow over the sad news of the death of Mr. Moffett. (I read in one of the journals not long ago of his illness but had hoped he was recovering).

You have the sympathy of the entire newspaper fraternity in this your dark hour of bereavement.—J. Byron Cain, Recorder Kansas State Editorial Association, Belle Plaine, Kansas.

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My Dear Mrs. Moffett:—

Just received card announcing the death of your estimable husband, and words fail to express deep regret and sorrow at your terrible loss. I shall always cherish the memory of your good husband as one of my warm friends.—W. R. Hodges, Treas. Nat. Ed. Assn., Sleepy Eye, Minn.

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My Dear Mrs. Moffett:—

I was very much surprised and pained today to hear of Mr. Moffett's death, as I did not know he had been ill. Mrs. Pomeroy and I extend our deepest sympathy for we know what a terrible blow this is to you and what a loss it means. We both hope you may be given that strength which alone can come to you from on High and that the good Lord who has so sorely afflicted you will care for you as He has promised to do.

With our warmest and sincerest good wishes, I am, Yours very truly A. Nevin Pomeroy, Ed. Franklin Repository, Chambersburg, Pa.

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Dear Mrs. Moffett:—

I have just now read in an Indianapolis newspaper of the death of your honored husband—my old time friend, and I hasten to extend to you my deepest sympathy.

Mr. Moffett was a fine type of good citizenship. His ideals were high and he lived up to them. His earnestness and sincerity coupled with his energy and ability made him one of the foremost men in his profession, and gained for him the confidence and esteem of all who knew him. He will be sadly missed at the councils of his party, but their loss is trifling compared with yours, for you knowing him best, loved him most.

May God comfort and bless you.—John W. Kern, United States Senate, Washington, D. C.

Dear Mrs. Moffett:—

I was indeed greatly shocked upon seeing the account of the sudden death of your distinguished husband and you will please allow me to express my sincere sympathy in your bereavement. It was always a gratifying pleasure to meet and mingle with your husband and especially was I grateful because of his sincere and earnest friendship for me. The state, and especially the public press of Indiana, have lost one of their most able men in his death, and a large number of his friends in Indiana will be much shocked and grieved.—L. Ert Slack, U. S. District Attorney.

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My Dear Mrs. Moffett:—

I learned with deepest regret thru the press dispatches this morning of the death of Mr. Moffett. Please accept my sincere sympathy.

You will, of course, receive many expressions of condolence in this hour of your bereavement from persons occupying higher stations in life than I enjoy, but I wish you to know I feel Mr. Moffett's loss deeply. In him I had a true friend. During the time I worked for him, or rather with him—his attitude was such as to make me feel that my labor was a part of the effort put forth for the realization of the ideals he was striving for—a friendship grew that was genuine beyond question.

The kindnesses shown by him to his employes were too numerous to be mentioned separately and even went to the extent of making it possible for them to enjoy the several holidays of the year on full pay. These things, Mrs. Moffett, mean much to men who have any sense of appreciation. Not only did the craft feel kindly toward him for them but his generosity was generally admired.

The papers thruout the state have devoted many columns today to extoling his good qualities and achievements. But I feel I have been privileged to know him at a closer range than they, and have gained a vision of his true character they did not enjoy.

It takes a brave spirit to stand for the things one believes to be for the betterment of the community and society generally, when one knows that very stand will mean a considerable material loss. This I have known him to do—not once or twice but many times. The tendency of the age is toward an advancement of self, and to know a man who has the welfare of those about him at heart as did Mr. Moffett is within itself an inspiration.

In view of this inspiration and my regard for Mr. Moffett I hope you will not hesitate to call on me should the occasion ever arise that would enable me to be of service to you.—H. O. Walker, 619 E. Mulberry, Kokomo, Indiana.

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My Dear Mrs. Moffett:—

I read in the paper yesterday of the death of your husband. I need hardly tell you that this was a great shock to me on account of my intimate friendship for him and on account of the fact, that as perhaps you know, we were school mates at the University a great many years ago and members of the same fraternity.

I always looked upon him as a man of fine character, loyalty and sympathetic friendship. It was always a great pleasure when I attended the state conventions and other meetings at Indianapolis where he was present to meet with him and go over old times.

I wish to express to you my very great sympathy in your loss. It seems a great many years since we were at Bloomington together, but during all these years I have frequently thought of him and recalled our experiences together.

Again expressing my sincere sympathy for you and my great regret at the loss of my warm personal friend, I am, Very sincerely yours, Robert G. Gillium.—Indiana State Normal.

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Dear Mrs. Moffett:—

Just today did I learn of the death of Bro. Moffett and of the sorrow that is in your heart.

It was all so sudden and unexpected that it is next to impossible for me to believe that he has answered that call which all even Betas, must answer.

The great interest Bro. Moffett always showed for Beta Theta Pi has always been an inspiration for me and all younger Betas. Always on my return from school he would hurry to ask me "How is Beta?" and his interest in Beta, even after his long absence from school always inspired me to do better, in order that Beta might be better, so I might report always an improvement to the most enthusiastic Beta I have ever known.

Always this inspiration and the deep interest in college and younger people displayed by Brother Moffet will be a treasured remembrance and I only hope I may keep my enthusiasm for Beta and those high ideals embodied therein that Bro. Moffett possessed.

Certainly Elwood and the entire state has lost a most noble, enegetic, cheerful person and all shall feel the loss keenly. However, Beta Theta Pi misses him most, and all Betas are always ready to help the Beta girl he has left in our care. My own personal condolence I offer you in the hopes that my mite of sympathy may make you realize his achievements and feel proud of them, and glory in his successes. Your Beta friend, Maurice Frazier, Ann Arbor, Mich.

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My Dear Mrs. Moffett:—

The members of the Elwood Woman's Club extend to you their sympathy in your deep sorrow. In the passing on of Mr. Moffett the Club loses a man whose influence it could count on in any effort toward the betterment of our city. If in this Club every lip did not speak and every hand reach out to you we want you to know by means of this little note that our thoughts and our prayers were with you hour by hour thru the long days.

That He who is called the Comforter will give you strength and courage for the days to come is our sincere desire. In loving sympathy, Elwood Woman's Club, per Mrs. Porter, Sec.

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My Dear Mrs. Moffett:—

May I both personally and as representing the club women of the Eighth District Indiana Federated Clubs, express warmest sympathy for you and deep sorrow over the death of your husband. Our hearts go out to you in love and sympathy. It is not only your own loss, but that of the state too; he did so much for the betterment of the state—the kind of work that marks the true patriot.

Words are futile at such a time, but our love and prayers are yours. Sincerely, Emogene Taft-Lesh, Chairman Eighth Dist. Indiana Federated Clubs.

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Dear Mrs. Moffett:—

The Madison County Civic Association wish to extend sympathy and love in your great bereavement.

The entire gathering stood in silent prayer to God this morning for strength and consolation for you. Mad-

ison county has lost a great force for good in the passing of your husband and each and every member of the Civic Association extends to you the hand of true friendship in the loss sustained—Ella B. Kehrer, Sec. Madison County Civic Assn.

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My Dear Mrs. Moffett:—

Accept my sincere sympathy and deep regret over the loss of your splendid husband, a man whom I knew but slightly but greatly admired as a man of fine character and sterling worth. Very sincerely yours, Julia C. Henderson, Secretary Woman's Franchise League of Indiana.

## LET US BE HONEST

The members of no calling are more directly interested in good government than those of the press. The newspaper serves, and draws support from the whole body of people, whose prosperity contented well-being and confidence mean the prosperity of the newspaper. There can be no complete, general prosperity without honest government. Some may benefit by graft and dishonesty but never, permanently, the press,—too much, by the very nature of the calling—does the newspaper represent all interests and all citizens and too much is it in the public eye, for dishonest gain or for permanent concealment of any wrong doing that it abetted or knowingly permitted without protest. For a corrupt or indifferent press to meet with anything like continuous prosperity, means an ignorant, corrupt people. Ignorance of the people is inconsistent, if not impossible, with the broad enlightenment of competing newspapers, so numerous and so cheap as to reach all the people with information, different and enlightening views and critisims

Elsewhere we publish a news article from Washington as to the doings and arguments of the Chamber of Commerce of the United States, touching the granting to the President the power to veto "any specific items or provisions contained in any appropriation bill." The arguments presented are convincing and need not be repeated here. Omnibus appropriation bills, which the President must either veto or sign as a whole, result in making the President a party with grafters and thieves in order to save legitimate and necessary appropriations from the lack of which great hardships or loss would result. It takes away the veto power where it is most needed.

The President is supposed to represent and guard the interests of the people. Millions are wasted annually because of this hampering of the wise provisions for vetoing steals, and the "Pork Barrel" flourishes thru the different administrations and has flourished from the time that the memory of man runneth not to the contrary. Of course, Congress can override the President's veto by a two-thirds vote, but it is not at all likely that necessary votes to pass a useless or dishonest appropriation if the President had vetoed the same, pointing out the reasons for such vote.

The veto power results in a personal or individual liability on the part of the President but an omnibus appropriation bill is a secure hiding place for grafting, dishonest legislators. The legislators who are anxious to please their constituents and to secure re-elections, are not wholly to blame. The people want and demand direct benefits and have little thoughts or regard as to how appropriations are secured, provided only they, their city or county share in the appropriation. They are generally ignorant of the millions that are squandered thru "pork barrel" trading in order to secure their little pet scheme, their part in office building.

## A PARTY FOR BABY

Home newspaper makers are always alive to the affairs of the home and all the affections and social amenities of life. This thought comes to mind by noticing in that excellent home paper, "The Morning Tribune" of East Liverpool, Ohio, an item entitled "Party for Baby":

"The first birthday anniversary of Miss Virginia Marion Simms was pleasantly observed last evening with a family dinner at the home of her parents, Mr. and Mrs. Jere Simms, West Second Street.

"A large birthday cake, adorned with a single lighted candle, made an attractive centerpiece. The young miss received a number of pretty gifts."

Now probably this marked little item was only intended for the eyes of the editor of this journal but it just occurred, as the copy of the paper, carefully preserved, arrests our attention for a second time, that herein is something entirely in harmony with the ideals of the successful home newspaper maker, who is a close friend to all his subscribers, always in sympathy with their affairs as he knows that they have a like interest in him and his family. The keeping of birthday anniversaries is a very commendable practice among us home-loving Americans. There is nothing more important than the family and the little children, who hold first place, and who are to be affectionately taught home love, and to honor their father and their mother thru a love that has been deserved. Then by such little occasions as narrated, the children of the different families, and the parents of the community, are brought near together in kindliness and friendship. It is this close, community sympathy, as well as the ideal home circle, that has appealed to us as being the very life of the home paper and the reason for its existence. An article in "The Greater Hartford," of Hartford, Conn., recently sent us by "Souvenir Taylor," whose motto is "Keep Your Memory Green," worthily states the facts as to the home newspaper along these same lines:

"The country newspaper publisher more than any other man is the one whose finger is on the pulse of the community life about him, who hears the heartbeat of his neighbors, whether that heartbeat be in joy or in anguish, and who sees their tears of joy and of laughter.

"It is these things that bring him close to the life of those about him, that give him a better understanding of men and give him the knowledge and the ability to help solve the problems that confront the community, be these problems matters for the individual or for his neighbors generally.

"If the publisher or editor of the great metropolitan papers would know how the day of the country publisher is passed, let him read the following words from the Oakley (Kan.) Graphic:

"'This newspaper business is a great game. Just in the midst of an obituary of a dear friend, and when hot tears threaten to flow down and blot out the words you write, there breaks thru the office door the radiant face of the daddy of a new boy. Tears and joy mingle in the same breath, and the giving and taking away of life are recorded on the same page.'"

# Sudden Death of J. A. Morgan

Mr. John A. Morgan, Treasurer of the C. H. Morgan Company, Printers, Chicago, dropped dead whille addressing a meeting of the Franklin Typothetae of Chicago, at the Great Northern Hotel, January 18th. He died in the line of service to the printing fraternity. For many years he had been most faithful and efficient in the promotion of the better methods in printing and he was speaking for the further extension of the work for the standardizing of methods of cost finding among the members of the craft, when the death angel called him.

He had served as Chairman of the American Printers Cost Commission, from the time of its formation in 1909 to the time of his death, and had made many ably prepared reports each year, at the annual conventions of the United Typothetae and Franklin Clubs of America and had been equally active in the work of the local organization.

On the occasion of his death, the Franklin Tpypothetae of Chicago had met for the transaction of business, preceded, as customary, by a luncheon or dinner where the members break bread together and awaken feelings of friendship and good fellowship. Mr. Morgan had not been present at the luncheon on account of ill health but came in after business had bec taken up. Short addresses had been made by W. P. Dunn and T. E. Donnelly on a question the best method of maintaining a Cost System, when Mr. Morgan joined in the discussion to speak upon the subject and as to the work in which he was considered highest authority. He spoke about ten minutes and concluded with the words, "That is all I have to say," when he sank to the floor, by reason of a severe attack of heart disease, am alady from which he had suffered for several years. Mr. Morgan had been visibly affected by the hearty manner in which he had been introduced by the President and cheered by the men bers when he first arose to speak, but had apparently recovered from his agitation, and starting out slowly, had referred to the efforts of the advocates of the Cost System for the past ten years and favored the plan of having every printer pledge himself to maintain a cost system under the supervision of an accountant in the Association's employ.

A physician, who had been immediately summoned, declared that death had been instantaneous. The sudden death was a great shock to the friends present who had listened to his instructive words, for the benefit of the craft, as they had listened on so many previous occasions.

Mr. Morgan was known, on account of his regular attendance upon, and noted labors for, The United Typothetae and Franklin Clubs of America, by the leading printers thruout the United States, and his demise will be deeply and widely mourned. At the convention in Atlantic City, N. J., in September, 1916, a resolution of thanks, unanimously adopted, was extended to him as chairman of the Cost Commission of the United Typothetae and Franklin Clubs of America. He will ever be remembered and honored as one who served his fellow craftsmen.

Born in Clinton, Illinois, August 22, 1858, nearly all his life, from boyhood, was passed in Chicago, where he received his education in the public schools, and then first took up work for the Chicago, Burlington & Quincy Railroad and later was employed by the Grand Trunk Railway, entering the printing business in 1884 with his brother, C. H. Morgan. Married to Miss Ella Welsh in 1890, he is survived by his widow, one son, Raymond Morgan, and his brother, C. H. Morgan.

The funeral was held from the residence, 530 Englewood Avenue, Saturday, January 20th. The members of the Franklin Typothetae of Chicago attended in a body from their headquarters. Interment was in Mount Hope Cemetery. The funeral was conducted by the Englewood Lodge No. 690 A. F. & A. M., Reverend Charles M. Kessler of the Covenant Baptist Church officiating as clergyman.

At a meeting of the Executive Council held January 24, 1917, at the Grand Pacific Hotel, it was moved by Mr. Hamm, seconded by Mr. Southworth, that resolutions on the death of Mr. Morgan be prepared and made a part of the minutes, and an engrossed copy signed by the President, Vice-president, Secretary and Treasurer sent to the family of the deceased member.

John A. Morgan, Deceased

### Resolutions

Whereas, It has been the will of the Creator to remove from this life J. A. Morgan, Treasurer of C. H. Morgan Company, and

Whereas, He was one whom we have all learned to love and respect during his connection with us and one who has given of his best towards the advancement of our organization work and of the interest of the industry represented by the organization, and

Whereas, Mr. Morgan was a man of many noble and lovable qualities, both in his public and private life, and

Whereas, In his death, the Franklin-Typothetae of

Chicago has suffered a great and material loss, therefore

Be It Resolved, That we, the Franklin-Typothetae of Chicago, do deeply deplore and regret the demise of Mr. Morgan and sincerely commiserate with his family in this hour of their distress, and ask God to temper their grief over the taking away of husband and father, and

Be It Further Resolved, That these resolutions be spread upon the Minutes and a copy sent to the bereaved family.

## HISTORY PRESERVED IN NEWSPAPERS

### Preserve the History of the Press

In giving the story of the "Mattoon Newspapers and Publishers," the Mattoon (Ill.) Herald met with difficulties and was lead to state:—

One of the most difficult historical things to solve is an authentic account of the various newspapers which have been published in Mattoon since she became a city. It appears that when a newspaper or publication disappears all records go with it and nothing is left upon which to base a correct account save hearsay which cannot always be depended upon as reliable. Of course if files of the paper were accessible then a true history could be obtained, but the files disappear and no trace is left save that of memory."

The fault of not preserving and binding the fiels of newspapers, we judge, was largely with the early, pioneer press. The publishers had no community history back of them and lived for the prensent and the future. This greatly changed in many states, where state librarians and historical societies are earnest in securing and preserving the records of passing years and are untiring in efforts to obtain the bound volumes of the newspapers. The newspaper libraries of many states have grown to very large proportions, are very highly prized and are frequently consulted. The editorial organizations have had volumes of press history prepared and these, with the pamphlets of proceedings of newspaper conventions, are carefully treasured. There are states in which all this is neglected. It should be appreciated and remembered that the newspapers have a large part in the life of every city and community in which they are published, and their influence on the development and growth of all institutions is always more intimate and greater that that of any other one agency. Not only should every newspaper carefully preserve bound copies, each year, of its current numbers, but should furnish copies of the same to the school and city libraries, as well as to county and state. The newspaper files are not only valuable as the sources of history and biography, but they often become almost invaluable, at times, in courts of justice to settle questions as to the legal publications, as to titles, as to births and deaths and the descent of property.

Preserve your files and live in the future life, interests and history of your city and community, to inform, instruct, help and cheer. Men die and pass away from general memory but the city or community lives, and the lives that have been lived,—the record of the words that have been spoken and of the works and deeds that have been done, are preserved in the printed pages of the home newspapers, and are useful in interpreting the past, making known the sources and causes of existing institutions and conditions, and lighting the way by the lamp of past experiences, attainments or failures, for a better future. In closing its historical article, the Herald states:

"If all the sporadic publications which have appeared from time to time since the dawn of Mattoon history had been carefully preserved they would have afforded a rich reservoir upon which to draw for historic facts and data, but in a large number of instances they have entirely disappeared. * * * The printing business in Mattoon at the present writing is being done by the Journal-Gazette, the Commercial Star and the Mattoon Herald, each being equipped for job printing. The exclusive plants for job printing are conducted by Frank Berry and W. W. McIntosh. Mr. Berry set his first line of type in the Commercial office while Mr. McIntosh gathered his knowledge of the printing business while a citizen of Oakland."

## PROFIT IN PEP AND PREPAREDNESS

**Pyrene Picks 25-Year-Old Sales Manager—A Real Man, Vigorous, Hard-thinking, Hard-working, and Hard-hitting**

To go in four years from business manager of a college paper to general sales and advertising manager of a million dollar corporation, directing the work of more than 200 salesmen is going some. That is the pace set by T. F. Flanagan, whose appointment to the chair left vacant by C. Louis Allen, now the company's president, has just been announced by the Pyrene Manufacturing Company.

The directors of the company affirmed their belief in Young America a few months ago, when they elected as president, Mr. Allen, then sales manager, and only 32 years old. Mr. Allen's election attracted much attention in the business world. Now the company has reaffirmed its confidence in youthful aggressiveness by the appointment of Mr. Flanagan, who is only 25 years old and has been out of college less than four years. They have been busy years, however.

Mr. Flanagan laid the foundation of his career at Trinity College in Hartford, where, for several years he was active in the management of both the college magazine and newspaper. During the same time he worked nights as a reporter on the Hartford Courant, and during the summer did police reporting.

Following his graduation, Mr. Flanagan came to New York and went with the Wales Advertising Agency, which he left to become advertising manager of the C. J. Tagliabue Manufacturing Company, in Brooklyn.

With the Tagliabue Company, Mr. Flanagan worked rapidly into the sales department where he directed the work of about 20 salesmen and where he remained until 14 months ago he joined Pyrene as assistant advertising manager.

Soon after he entered the Pyrene forces, Mr. Flanagan became assistant to Mr. Allen, then sales manager, and when Mr. Allen's elevation left the head of the sales force vacant the work devolved on Mr. Flanagan. Now he has the title as well.

It is the belief of the directors that selling is essentially a job for a real man,—vigorous, hard-thinking, hard-working, hard-hitting. And such they believe is more likely found among the younger generation.

The appointment of Mr. Flanagan is only another evidence that there is no place in the Pyrene organization to which an employee may not aspire and which he may not hope to win.

A few months ago the Pyrene Manufacturing Company added a complete fire appliance line to its catalog, and during the coming year it is planning a great extension in its business. This extension means a vast amount of hard work for everyone concerned, but especially for the sales department, and it will also center on the sales manager.

# Preliminary Program for the Fifty-first Annual Convention of the Minnesota Editorial Association

## St. Paul, Friday and Saturday, February 16 and 17, 1917, Hotel St. Pau

### (All Sessions in the Palm Room Main Floor)

**Friday, February 16—Forenoon**
9:00 to 10:00 A. M.

Registration.

Addresses of Welcome—
Mayor V. R. Irvin.
T. D. O'Brien, President St. Paul Association.
E. M. McMahon, General Secretary, St. Paul Association.

Response by the President.

President's Annual Address.

Appointment of Committees.

Report of Committee on Constitutional Changes and Associate Membership Plan—W. E. Verity, Wadena Pioneer Journal, Chairman.

**Friday Afternoon**

2:00 o'clock—Question Box.

Address—Foreign Advetising in Country Papers—Courtland Smith, President, American Press Association, New York City.

Address—Foreign Advertising in Country Papers—Court-Newspaper Publishers—G. L. Caswell, Field Secretary, Iowa Press Ass'n, Publisher Denison Bulletin, Denison, Iowa.

Report of Committee on Formation of Central Advertising Bureau—E. K. Whiting, Owatonna Journal-Chronicle, Chairman.

**Evening**

The Editors will be the guests of the Printers' Supply men of St. Paul at a Theatre Party.

**Saturday, February 17—Forenoon**

9:30 A. M.—Question Box.

The Print Paper Situation—Frank A. Day, Fairmont Sentinel.

Discussion by Representatives of Metropolitan Dailies, Small Town Dailies, Weeklies, State Officials, Paper Supply Houses.

The Waning Influence of the Country Press in State Affairs—Elmer E. Adams, Fergus Falls Journal.

The Newspaper in Politics—Ola M. Levang, Lanesboro Leader.

Making the Small Town Retail Dealer's Advertising Effective—W. L. Grapp, Secretary Minnesota Retail Furniture Dealers' Ass'n, Minneapolis.

**Saturday Afternoon—Business Session**

2:00 P. M.—Question Box.

Consideration of the Report of the Committee on Changes in Constitution.

Announcements—National Editorial Association Convention, July, 1917.

Reports of Officers—
Secretary.
Treasurer.

Report of Committees—
Legislative.
Resolutions.
Necrology.
Auditing.

New Business.

Election of Officers.

**Officers**

President, Harry M. Wheelock, Fergus Falls; First Vice President, Fred E. Hadley, Winnebago; Second Vice President, Farley A. Dare, Walker; Third Vice President, A. O. Moreaux, Luverne; Treasurer, H. C. Hotaling, Mapleton; Secretary, Herman Roe, Northfield.

**Executive Committee**

Harry M. Wheelock, Fergus Falls; Fred E. Hadley, Winnebago; H. C. Hotaling, Mapleton; Herman Roe, Northfield; Frank Meyst, Minneapolis; N. H. Ingersoll, Brainerd; E. K. Whiting, Owatonna.

## ARKANSAS WANTS THE N. E. A. CONVENTION IN 1918

At the mid-winter meeting of the Arkansas Press Association, held at Little Rock on Friday, January 26th, it was voted to join hands with the Little Rock Press Club and the Commercial and Civic Clubs of Little Rock and Hot Springs in an effort to bring the National Editorial Association to one or both of these cities in 1919. President C. A. Berry appointed a committee to assist in making plans to that end. It is hoped to send a strong delegation to Minneapolis in July to present the invitation to the N. E. A.

Erwin Funk executive committeeman for Arkansas, presented the needs of the legislative committee of the N. E. A., and the Association voted $50 for that work, most of it being raised at the time by personal contributions.

Governor Brough met with the Association for several hours to discuss legislation affecting the newspapers of the state. The Association went on record as refusing to maintain a lobby at the state house to defend the Publicity Bill, which had been placed on the law books by the initiative of the people, but said that if it was repealed by the legislature they would again go to the people with it, and would ask full rates. At present, most state and county matter is published for half the legal rate.

Another bill would let all state and county printing to the lowest bidder in each county. To this proposed law, the reply is that if they are seeking cheapness rather than the greatest amount of publicity, the entire law should be repealed.

The meeting was largely attended, as it was quite certain that legislation matters would be considered.

ERWIN FUNK,
Rogers, Ark. Recording Secretary.

## EAST TEXAS PRESS ASSOCIATION ORGANIZED

### Editors Royally Entertained

In compliance with a call made by Mr. G. E. Watford, of the Lufkin News, several of the East Texas editors met at Lufkin January 19, and formed a permanent organization of the East Texas Press Association.

The meeting was called to order at 1:30 P. M. in the assembly hall of the Progressive League by Mr. G. E. Watford, who stated the objects of the meeting, and said it was time East Texas editors were learning to be business men. All the editors present agreed with Mr. Watford, and everyone was very enthusiastic over going into permanent organization. Rev. H. M. Timmons, pastor of the Methodist Church, in a few well chosen words, welcomed the editors to the city and made every editor there feel proud that he was a newspaper man and in Lufkin.

Mr. G. E. Watford was elected temporary chairman of the meeting and W. L. West temporary secretary. After hearing the different discussions, Mr. Frank Wiemer, of the Houston County Times, at Ratcliff, made a motion that the editors go into permanent organization of the East Texas Press Association. The motion carried, and the following officers were elected to serve for one year: G. E. Watford, News, Lufkin, President; T. J. Molloy, Times, Timpson, Vice-President; W. L. West, Polk County Enterprise, Livingston, Secretary and Treasurer.

Many questions of vital importance to the newspaper men and the public as well were discussed at this meeting, among them were how the newspaper men and business men of East Texas could coöperate in settling the cut-over lands of East Texas. Resolutions were offered asking the thirty-first legislature to pass a bill requiring the proceedings of commissioner's courts and city councils published. This is a bill that every tax payer is interested in seeing passed. Louisiana, Arkansas, Kansas and many other states have had such a law for a number of years, and it has met with the approval of all the people.

At the meeting the initiation fees were fixed at $2.50, and the annual dues at $1.50, which are payable in advance. Mr. R. B. Walthall of the Garrison News was selected to visit every newspaper office in East Texas and solicit new members for this Association.

Mr. G. T. Gross, Secretary of the Progressive League of Lufkin, C. E. Trimble, of the Industrial Record, of Dallas, J. M. Herbert of the Galveston-Dallas News and H. H. Orem, of Miller & Orem of Houston, who were present, were elected honorary members of the Association.

Mr. Orem of Houston, in his talk, said that he had been attending the meetings of the Texas Press Association for a number of years, and for the short time the editors had at Lufkin he had seen more real business discussed than at any meeting he had ever attended.

Timpson was selected as the next meeting place, and the date will be fixed for some time in April.

After the business meeting closed the editors were escorted to the Bonner Hotel, where a sumptuous banquet was spread for the visiting editors.

Mr. W. P. Humason, acting as toastmaster, proved

Members of the Long Island, New York, Press Association

himself to be one of the best in the country and would have made Chauncey Depew look upon him with envy. Several of the Lufkin business men were present at the banquet and expressed themselves as being delighted in having the editors with them and hoped they would come again.

The editors all left Lufkin with a warm feeling in their hearts toward the good people, and they shall always remember the many courtesies shown them by G. T. Cross, the live secretary of the Progressive League, Messrs. E. Watford and W. C. Binion of the Lufkin News, W. P. Humason of the Humason Ice Cream Company, and many others.—The Polk County (Texas) Enterprise.

## INDIVIDUAL EFFICIENCY IN SALESMANSHIP

By J. R. McCleskey, St. Louis, Mo.

Mr. Harrington Emerson, one of the best known authorities on business efficiency, relates the following incident in the opening chapter of a recent book on this subject:

In the summer of 1912 I attended a field day of athletic sports at a boys' school.

One of the contests was swimming under water for distance.

Dr. Luther Gulick, who was with me, asked one of the boys whom he knew if he intended to enter it.

He said he did not, because, while he could swim under water, he had not trained for it.

"Would you enter the race," we asked, "if you were sure you could win?"

"Why, certainly," he replied.

"We can tell you how to win it," we said.

He looked skeptical, but waited respectfully.

"How long can you hold your breath?" asked Dr. Gulick, taking out a stop watch.

"I don't know."

"Try it and find out. Hold your breath just as long as you can now."

He filled up his lungs and held his breath manfully for 56 seconds.

"You have held your breath four seconds less than a minute," we told him. "Is that as long as you can hold it?"

"Yes, sir."

"And yet there are people who can hold their breath for three to four minutes. A sea lion can hold his breath under water for 35 minutes. Any normal boy of your age can hold his breath for two minutes without hurting himself. The secret is to breath deeply and slowly many times, thus over-oxygenating the blood, then with the lungs full, to hold the breath. Now, we shall hold the watch again, and give you the signal. You can hold your breath two minutes."

We held the watch and he did as we told him. It was a hard struggle, but he managed it.

"You see," we said, "you can hold your breath twice as long as you thought you could. Now, how many strokes do you take in a minute when you swim under water?

"Make the motions with your arms just as you make them in the water, and we shall count."

We found he made sixteen strokes a minute.

"Now," we said, "you know you can hold your breath for two minutes. You know that by counting twenty-four strokes you will know when a minute and a half is up. Now, you go into this race, dive into the water, swim full twenty-four strokes—it will not kill you, and you will win."

An hour later he easily won the swimming-under-water contest.

We quote Mr. Emerson's story because it so aptly illustrates what is meant by individual efficiency. This boy had no idea of entering the swimming contest, because he thought he had no chance to win; in other words ,he did not know how to win, and so he thought there was no use trying. In studying efficiency we learn this fact.

**There is one best way to do everything, and our object should be to find that one best way, and do it that way.**

The stumbling block which kept this boy from entering the contest at first was that he did not know the "one best way" to win. It was not because he lacked the desire to win; everyone has a natural desire to succeed, but the majority of people never make the effort, simply because they do not know how. They have not learned the "One best way" to do the work that is before them. It makes no difference what one's work may be, whether he be a bricklayer or a bank president, there is one best way to do it, and our only aim and object should be to find that way and follow it.

When the boy learned the one best way to win the swimming contest, it was easy, whereas a few moments before he thought it impossible. The same thing applies to Salesmanship. A man says to himself, "Oh, what's the use! I can't make a success," "I can't win," etc. Now, why can't he succeed? Why can't he win? Simply because he does not know how—he has not learned the one best way to do his work. The boy thought he could not hold his breath for more than 56 seconds, but when he made the effort he found that he had thought wrong, because he discovered, as a matter of fact, that he could hold his breath for two minutes. He also learned that he could take sixteen strokes per minute, swimming under water, and then, by counting his strokes, he could gauge the time that he knew he could hold his breath.

Before going into the water he knew the one best way to do what he was trying to do, and he knew that he could do it, because he based his calculations on accurate knowledge, while the other boys in the swimming contest had simply been going by guesswork. The other boys spent several weeks practicing swimming under water, but it never occurred to any one of them to find out by a watch how long he could hold his breath or to find out how many strokes he could take per minute under water. Therefore, when they entered the contest not one of them knew what he could do or how he was going to do it, except the boy who had learned the one best way by accepting and following the methods of efficiency suggested to him by Mr. Emerson.

**Knowing how to do a thing the one best way and knowing that you can do it is ninety-nine per cent of doing it.**

But, you say, how does this apply to Salesmanship and other business problems? For example, we will size up two salesmen, one of whom works by the old haphazard, hit or miss method, and the other working by the methods of efficiency to the best of his ability. The first salesman, whom we will call Jones, gets a position with a certain firm. He receives his general instructions from the house, and is assigned to his territory to get the business. Jones starts out in an aimless sort of way, without any definite plan of how he is going to get

results, but with just a hazy idea that he is out to "Sell Goods." He flounders along for a week or two without following any definite plan of work; one day he starts out bright and early in the morning, and the next day he sleeps until 10 o'clock; one day he plods along until dark, and the next day he knocks off and goes to the ball game. When he starts out in the morning he does not know who he is going to call on or why he calls on the people he does; in fact, he has no special reason for doing any particular thing. It is needless to say that Jones usually winds up by quitting the job, and consoling himself with saying, "Oh, what's the use!"

We will call the other salesman Smith. When Jones quits the job, Smith is hired and is assigned to the same territory. Before starting out to sell goods, Smith studies his territory as well as he can, and, first of all determines what class of people in that territory are buyers of his goods. Then he finds out, as near as possible, how many merchants or dealers there are in that territory who handle his goods. He also finds out from his prospective customers how often they place their orders, and when they prefer to have him call on them, and approximately what size orders each man is in the habit of placing, etc. Before Smith has been on the job a week he knows just about how much business in his line there is in the territory; he knows who his prospective customers are, and he knows the most convenient time to call on them to get their orders. In fact, he knows what he is trying to do, and he has a pretty fair idea of how he is going to do it. He lays out his work systematically, according to a definite plan, and then he follows his plan. If he tells a merchant that he will call on him every Monday or every Friday, or any other specified time, he is "Johnnie on the spot" when the time comes, and not only once, but all the time. The merchants soon learn that they can depend on Smith they know he he is not going to disappoint them; they speak of him as being "Just like clock-work," because he is systematic and can be depended upon.

The reason Smith succeeds at the same work where Jones made a failure is simply the difference between individual efficiency, and the lack of it. Whether your work is selling goods or something else, if you want to be efficient, remember this:

**Have a reason for everything you do and strive to the best of your ability to do it the One Best Way.**

## INLAND DAILY PRESS ANNUAL MEETING, 1917

Regular Annual Meeting—Conference, Election of Officers, Chicago, Tuesday, February 20, 1917, Hotel La Salle. Meeting convenes at lunch at 12:30, session continues thruout afternoon.

The regular quarterly meeting of the Inland Daily Press Association will be held at the Hotel La Salle, Chicago, on Tuesday, February 20, at 12:30. Lunch will be served at $1.00 per plate, as usual, and the session will continue in the luncheon room thruout the afternoon.

This is also the regular annual meeting of the association, and officers will be elected.

Continuing the plan which seems to have been made not only popular but necessary, by the existing state of the times, the meeting will so far as practicable be conducted as a round-table discussion of topics having to do with the problems that are now before the publisher.

Assignments have been made for the introduction of topics, and each will be opened for general discussion. The program has been assigned as follows:

National Legislative Proposals in Which Publishers Are Interested, Mr. J. L. Sturtevant, Wausau, Wisconsin.

What Recent Information Have We on the Paper Market? Mr. E. P. Adler, Davenport, Iowa.

Advertising and Business Adjustments That Have Been or May Be Necessary Under Existing Conditions, Mr. M. W. Whittaker, Jackson, Michigan.

Circulation Adjustments That Have Been or May Be Necessary, Mr. Frank P. Hanafin, Elgin, Illinois.

Editorial Adjustments That Have Been or May Be Necessary, Mr. Geo. D. Lindsay, Marion, Indiana.

These reviews will summarize the information that may be available on the experiences of newspapers generally.

In such time as may be available, the following subjects may also be discussed by the meeting:

What Is the Minimum Price at Which a Daily Should Now Be Sold—by city delivery; on street sales; by mail;

Are We Going to Sell the Advertiser Better Circulation, Though Reduced in Bulk?

How Many of the New Adjustments Are to Be Permanent?

Is the Crowded Paper as Popular With the Reader?

### A Chicago Paid Secretary

By a motion adopted at the October, 1916, meeting, the following resolution was laid over until the annual meeting of February 20, 1917, and made a special order for this session. The resolution reads:

"Resolved, That it is the sense of the members of the Executive Committee, in session June 6, that the members of the Inland Daily Press Association should, at its next regular meeting, consider and if possible act upon a change in the constitution and by-laws of the Association to effect a reorganization and to enlarge the scope of its activities and benefits; to provide for larger membership and sufficient increase in dues to sustain a paid secretary to be located in Chicago, to act as a general business agent; the office to be a central bureau of information for all members of the Inland Daily Press Association."

Respectfully submitted,

A. L. Miller, Chas. J. Robb,
W. Hayes Laird, John Sundine,
F. P. Starbuck.

Each member will find a profit in this meeting, and each can contribute something to the profit of others.

A. L. MILLER, President,
Battle Creek, Michigan.

WIL V. TUFFORD, Secretary,
Clinton, Iowa.

### Officers of the Inland Daily Press Association

President—A. L. Miller, Enquirer and News, Battle Creek, Mich.

Secretary and Treasurer—Wil V. Tufford, Clinton, Ia.

Vice-presidents—Indiana—F. T. McCain, Crawfordsville. Iowa—S. G. Goldthwaite, Boone. Missouri—W. J. Hill, Hannibal; Illinois, D. B. Breed, Freeport; Michigan, Harvey I Burgess, Hillsdale; Kentucky, H. Giovannoli, Lexington; Wisconsin,J. C. Chappel, Ashland; Minnesota, J. C. Wise, Jr., Mankato.

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noli, Lexington; Michigan, Chas. N. Halsted, Lansing; Wisconsin, F. P. Starbuck, Racine.

Hororary Members—B. B. Herbert, Chicago, Illinois; A. H. Lowrie, Elgin, Illinois; Will Curtis, St. James, Minnesota; W. F. Parrott, Waterloo, Iowa.

New members—Lincoln, Ill., Courier-Herald, Willard E. Carpenter; Owensboro, Ky., Messenger, Urey Woodson.

**Daily Papers of the I. D. P. A.**

Missouri—Hannibal, Courier-Post, W. J. Hill.

Kentucky—Lexington, Leader, H. Giovannoli.

Minnesota—Mankato, Review, John C. Wise & Sons; Winona, Republican-Herald, W. Hayes Laird.

Indiana—Crawfordsville, Journal, F. T. McCain; Elkhart, Review, O. P. Bassett; LaPorte, Herald, E. J. Widdell; Marion, Chroncile, Geo. D. Lindsay; Plymouth, Republican, Sam'l E. Boys; Michigan City, News, Robb & Misener.

Wisconsin—Appleton, Crescent, Sam J. Ryan; Ashland, Press, Joe M. Chapple & Co.; Beloit, News, D. B. Worthington; Eau Claire, Leader & Telegram, P. C. Atkinson; Fond du Lac, Commonwealth, P. B. Haber; Janesville, Gazette, H. H. Bliss; LaCrosse, Tribune, Frank H. Burgess; Madison, State Journal, Wm. Evjue; Marinette, Eagle-Star, Frank E. Noyes; Monroe, Times, Emery A. Odell; Racine, Journal-News, F. R. Starbuck; Sheboygan, Press, C. E. Broughton; Superior, Telegram, J. T. Murphy; Wausau, Record-Herald, J. L. Sturtevant.

Michigan—Adrian, Telegram, Stuart H. Perry; Battle Creek, Enquirer & News, A. L. Miller; Benton Harbor, News-Palladium, E. W. Moore; Hillsdale, Hillsdale Herald, Harvey Burgess; Jackson, Patriot, Milo W. Whittakes; Lansing, State Journal, Chas. N. Halsted; Ludington, News, C. G. Wing; Manistee, News-Advocate, H. W. Musselwhite; Muskegon, Chronicle, A. E. Boswell; Marquette, Mining Journal, A. Hornstein; Owosso, Argus, Geo. T. Campbell; Pontiac, Press-Gazette, George H. Gardner; Port Huron, Times-Herald, L. A. Weil, E. J. Ottaway; St. Joseph, Press, Williard Brewer; Three Rivers, Commercial, W. H. Shumaker.

Iowa—Boone, News-Republican, S. G. Goldthwaite; Burlington, Hawkeye, C. M. Waite; Cedar Rapids, Gazette, J. L. Miller; Council Bluffs, Nonpareil; Centerville, Iowegian and Citizen, J. M. Beck, J. R. Needham; Davenport, Times, E. P. Adler; Davenport, Democrat, Frank D. Throop; Dubuque, Telegraph-Herald, F. W. Woodward; Ft. Dodge, Messenger, C. A. Robers; Ft. Madison, Democrat, N. C. & P. E. Roberts; Iowa City, Press, S. E. Carrell; Keokuk, Gate City, C. F. Skervin; Muscatine, Journal, Lee P. Loomis; Oskoloosa, Herald, Chas. J. Walling; Ottumwa, Courier, Jas. F. Powell; Washington, Journal, O. Elder; Waterloo, Courier, A. W. Peterson, J. C. Hartman.

Illinois—Aurora, Beacon, Albert M. Snook, J. K. Groom; Belvidere, Republican, Frank T. Moran; Canton, Register, C. E. Snively; Champaign, Daily News, D. W. Stevick; Dekalb, Chronicle, Frank W. Greenaway; Dixon, Telegraph, M. S. Shaw; Elgin, News, Lowrie & Black; Elgin, Courier, Frank P. Hanafin; Freeport, Journal-Standard, D. B. Breed; Galena, Gazette, A. E. Heron; Galesburg, Republican-Register, G. A. Perry; Joliet, Herald-News, A. S. Leckie; LaSalle, Tribune, Wm. T. Bedford; Lincoln, Courier-Herald, W. E. Carpenter; Moline, Dispatch, John Sundine; Monmouth, Review, R. S. Russell; Ottawa, Republican-Times, Fred A. Sapp; Paris, Beacon, Paul P. Shutt; Pekin, Times, Chas. Utter; Pontiac, Leader; H. J. Clark; Rockford, Register-Gazette, Edgar E. Bartlett; Rockford, Republic, C. L. Miller; Rock Island, Argus, F. J. Mueller; Springfield, State Register, Thos. Rees; Sterling, Gazette, D. W. Grandon; Streator, Free Press, John W. Fornof.

## DEXTER CELEBRATES OPENING OF METROPOLITAN MACHINE SHOP

The Dexter Folder Company has just celebrated the opening of its new Metropolitan Machine Shop at 251 W. 19th Street, New York City, by a delighful dance and entertainment, attended by the executives and employees of the company with their families and friends.

The program was arranged and carried out by talent within the Dexter Organization, with a degree of skill that was surprising. It was generally conceded by those present, that while it is a far jump from machinery to vaudeville, the Dexter troupe knows how to score a success with both.

In establishing what is probably the largest and most thoroly equipped service station in the industry, the Dexter Company gives further evidence of its spirit, to render SERVICE to its patrons in the true, old-fashioned dictionary definition of the word.

Ably-manned and well-equipped with modern machine tools and other devices, the shop will specialize on high grade repair work and rebuilding of folders, feeders, cutters, etc.

As all work is under the direct supervision of Dexter experts the company's well known standards of quality will be maintained.

Frank B. Lockton, who was in charge of the old shop on 22nd Street, will continue to superintend the new one. The trade is invited to refer inquiries concerning repairs, parts, rebuilding, or supplies for Dexter products to Mr. Lockton personally, at 251 W. 19th Street, instead of to the company's executive offices at 200 Fifth Ave. In this way, prompter and more direct service can be rendered.

## AN OLD FIRM OF PROGRESSIVE CHARACTER

The Jaenecke Printing Ink Co. of Newark, N.J., is one of the oldest firms in the graphic arts industry, having been established for three-quarters of a century. It is quite pleasing to note the continuous enterprise of a firm which has not grown old in its service, nor methods of operation.

The Jaenecke Printing Ink Co. is an American corporation owned entirely by American citizens and its every activity is directed by American hands and brains. The Jaenecke Company make their own dry colors and varnishes and are peculiarly well equipped to take care of every demand made upon them in these days of difficulty in getting the best printing inks of most thoro merit.

In an anouncement in the January number of the National Printer-Journalist, this enterprising firm gave publicity to the following startlingly interesting facts:

"We are amply supplied with raw materials to meet any requirements despite prevailing market conditions. We are probably the only prominent ink house able to meet all of its customers' needs, with a plant occupying nearly four acres and the most completely epuipped in America for making Printing Inks, Dry Colors and Varnishes."

An acquaintance with the Jaenecke Printing Ink Co. should be cultivated by the printers and publishers of America for the advantage certainly will be found to be mutual.

# Books for Printers, Publishers and Newspaper Workers

## Order Thru Book Department, National Printer-Journalist, 4620 Ravenswood Avenue, Chicago, Ill.

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# The East Technical High School, Cleveland, Ohio

## Specimens of Work by Students

IN physical exertion by the healthy, strong, normal child or man, there is a sort of pleasure, but a mere round of physical effort of work becomes drudgery, tending to dullness and deterioration. There must be thought, purpose, desire for accomplishment, for excellent or artistic production and human interest. The boy who fought the cold and storm in work for a dependent mother and sister when asked if he liked the work could only reply "Like it! I am doing it for my mother and little sister." Love inspired his heart and sent rich red blood tingling thru his veins and he was joyous thru long hours of continuous effort. He did not become dull or weary; every faculty of soul and body united in harmony and tune; he was alert, bright, happy, contented and growing in all his powers—in manliness, bravery and ability. To get away from the idea that work is an irksome task, a mere round of continual exertions to secure a needed wage, is the greatest object of present industrial education and this kind of education is being accomplished by such schools as the East Technical High School of Cleveland, tho there are too few of such schools. In this school, and others like it, drudgery is being banished, and skill and efficiency are being secured by the arousing of the artistic spirit, by inspiring the learners with a love of work for the beauty, harmony, utility and accomplishment, that work offers.

# East Tech Calendar

1 = 9 = 1 = 7

We lift up hands of truth in prayer to thee, O Rah, the Royal, and ask thy gift, the Gift of Life.

PRINTED BY EAST TECH HIGH STUDENTS

Look at your mercies with both eyes: at your trials and troubles with only one.
Theodore Cuyler

| 1917 | | | February | | | 1917 |
|---|---|---|---|---|---|---|
| SUN | MON | TUE | WED | THU | FRI | SAT |
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| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | | | |

East Technical High School
EAST FIFTY-FIFTH STREET & SCOVILL AVENUE
EVENING CLASS
BEGINNING MARCH THIRTEENTH
AGRICULTURAL COURSE
Vegetable & Landscape Gardening
Fruit Growing Soil Improvement
Dairying Poultry Tree Surgery
INQUIRE AND REGISTER AT ONCE

Without further comment or exploitation we present the specimens of printing with the sentiments that they contain,—that have been kindly sent to this office for

notice, as affording worthy examples to others and instructive suggestions, as to the possibilities of training brain or mind, the hand, the eye, the soul or heart, systematically, naturally and intelligently to think, to feel, to do, under inspiration for highest art and efficiency; noblest service and worthiest accomplishment as a spiritual, religious, humanitarian, patriotic privilege and opportunity. The American Industrial for February, well states, in treating of the "Psychology of Industrial Efficiency":

"The spirit of efficiency must be back of all really efficient work. Better quality and greater quantity should be the aim, but not at the expense of life. Greater speed on the part of the workman will produce greater accuracy of workmanship. But the greater speed should be made possible by eliminating unnecessary motions, and by making necessary motions thoroly automatic. The result will be a relief of drudging labor and the freedom of the man. Then he will be happy and work contentedly. Speed, skill, freedom, this is the order in the efficiency program."

There must be skill and knowledge sufficient to appreciate one's own work, understand its excellences and be able to direct and remedy its defects. It is decreed by nature, that a joy should come from an understanding and appreciation of the perfection or superiority of one's own labor. That joy would exist if the work was known only to oneself, but the appreciation by others gives an added pleasure. This kind of work saves from weariness and gives life. It seems, at times, almost miraculous, the amount of continued toil that can be carried on when the conditions desired exist in the worker. An Edison will work twenty-four hours without taking time to eat or rest. The inspired artist enthralled with the beauty and harmony wrought from under his brush takes no count of time, so it is with the artisan. This does not argue that hours of labor should be increased but only that there is a strength-giving power in perfect, mind-engaging, soul-arousing labor. Real workers do not necessarily wear out, and what is still better, they do not rust out.

The vitality of a real worker, whose sound mind and brain; hand and eye work in harmony, confident in knowledge and skill, and with assurance of superior, useful, beneficent, pleasure-giving results, may be as full of vigor and joyousness at three score and ten as at thirty years. Such workers renew their age as doth the eagle and soar to the very heights of full life on wings that never grow weary.

* * *

**The finest Printing, like the finest art in any realm, is temperate, not given to any excesses in the form, the color, or in the arrangement of its parts.**

**Henry Turner Bailey**

I DO the very best I know how---the very best I can; and I mean to keep doing so until the end. If the end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, ten angels swearing that I was right would make no difference.

—Abraham Lincoln

Type Composition and Presswork by Muriel Cleaveland, Class in Printing, East Tech High School, Cleveland, Fall Term, 1916

## QUICK-SET ROMAN

### A Body Type with Four Sets

Quick-Set Roman has only four sets (or widths) for entire alphabet of caps, small caps, lower case, figures, and points. This type can be set, justified, and corrected faster than any type heretofore designed. Buy a font and try it. Considering the small investment in a font of Quick-Set as compared with the large investment in a composing machine, the overhead of interest, taxes, rent, power, light, repairs, depreciation in machine and metal, and the high wages for machine operator, etc., Quick-Set Type will cost the small daily or large weekly less money for composition than if done by machine.

# REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, 823 Greenleaf Ave., Wilmette, Ill.

ASK any group of men to name the greatest time saver of modern times, and practically everyone of them will tell you without hesitation that it is the telephone. Sober second thought will only tend to confirm this hasty intuitive decision.

As for myself, my work is such that I have very little use for the telephone compared with a great many men; and yet if I were compelled to get out and see, personally, all the men I talk with over the 'phone in the course of the day, I should probably have to travel twenty or twenty-five miles. Possibly the men might be there when I got to their offices; more than likely, however, they themselves would be out hunting up someone else.

But what I want to get at in this connection, is suggested by a folder recently sent out by the Chicago Paper Company, relative to the more frequent and systematic use of the telephone for sending in orders. If the printer can save time by telephoning his order to the paper house rather than waiting for the salesman to come around, thus, too, saving the salesman's time, and making the sales expense lower for the paper house, why cannot he apply the same principle to his own business? It seems to me that the printer ought to be able to keep a good, healthy telephone line busy most of the time, either with outgoing or incoming calls.

A printing salesman knows his clients very well, or should know them well. Some men might consider it, perhaps, an unpardonable annoyance to be called up over the 'phone and asked if he wanted any printing. As a matter of fact, however, it takes usually much less time to answer a telephone call than to dispose of a salesman in person. But a resourceful salesman can usually invent some excuse for calling, such as the length of time since a certain stock form has been ordered, etc. When taking an order a salesman can sometimes ask, without giving offense, "How long will this last you?" This will give him his cue for a telephone call sometime in the future. He will carefully make note of the date on his calendar, and at the proper time he will call Mr. Brown, or whoever it happens to be, and tell him the chances are that his stock of No. 191 folders is about down to the point where a reprinting should be necessary.

On stock which is continually reordered, the date of the order, which will recur at approximately regular intervals, will give the printer a "hunch" as to when calls can be profitably made.

The use of the telephone can also be encouraged from the customer's end, as indicated in the folder of the Chicago Paper Company previously mentioned. The encouragement of this kind of business can be done quite effectively by means of blotters, calendars, scratch pads, and other desk utilities, where the name and telephone number will be prominently before the customer. In some cases a man will call up and ask to have a salesman call on him; at other times, he will simply say, "Repeat that last order of mine, and be quick about it." This latter kind of an order means that the printer must be a systematic fellow, with a carefully kept file of the work which he is doing. His price record must also be available so that the price will be the same as before, otherwise there will very likely ensue one of those irritating and time-wasting occurrences of the adjustment of a difference in figures.

Think, Mr. Printer, of the possibilities of your own telephone, and work out a system which will fit into your particular way of doing business; then get your customers used to it, and you will find that it is a big commercial asset.

✧ ✧

Why is it that some people will spoil their printed matter with a too copious use of italic or black face type? Such a thing not only offends one's sense of beauty and propriety, but gives one the idea, too, that the writer does not credit the reader with a sufficient amount of intelligence to properly interpret his writing. It is as tiresome as the fellow who constantly emphasizes what he is saying with a slap on the

back, a poke in the ribs, or a repetition of that idiotic, "Understand?"

Continuing this subject still farther, I might say that black face is not in any event the proper type to use for emphasis in the body of any dignified piece of printing. A piece of work which has elicited these remarks is a booklet regarding the new mausoleum in Kansas City, a piece of work which surely should be dignified

*The*
FOREST HILL
PANTHEON

*to be built by*

KANSAS CITY
MAUSOLEUM
COMPANY
INCORPORATED

JAMES TAPPAN, *President*
B. H. McGARVEY, *Treasurer*
E. E. VIOLETTE, *Sec'y and Gen. Mgr.*
JAMES OLIVER HOGG, *Architect*

DIRECTORS

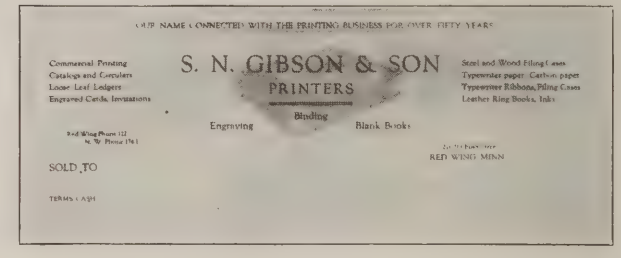
R. A. LONG
President Long-Bell Lumber Co.
J. C. HILL
President Central Advertising Co.
CHAS. M. VINING
Assistant Cashier Southwest National Bank of Commerce
BURRIS A. JENKINS
Minister Linwood Boulevard Christian Church
JOHN I. WILLIAMSON
Attorney
B. H. McGARVEY
Cashier State Bank of Kansas City
W. T. KEMPER
President Commerce Trust Co.
O. V. WILSON
President Ryley-Wilson Grocer Co.
DAVID THORNTON
President State Bank of Kansas City
A. P. TEN BROOK
Manager Oakland Motor Co.
GEORGE LAW
Secretary Forest Hill Cemetery Co.
E. E. VIOLETTE
President Violette Travel Bureau
JAMES TAPPAN
President

and restrained. It is, however, liberally spotted with bold face. Possibly the printer, or the man behind the printer, thought that this was the best way to make the point which he wanted to make; possibly the printer had no italic to match the face used, tho the booklet has every evidence of coming from a well equipped shop. The pages which tell me that I should prepare for death for it may be very near, fairly team with these spots of black, until I almost begin to believe that I am already dead and the printer has gone into mourning over my demise.

Aside from this one persistent offense, the booklet is a very well prepared one. The title page is well done considering that it was necessary to include a long list of names at the bottom. The page might have been somewhat improved, however, by having this list hand set, instead of done on the linotype.

✧ ✧

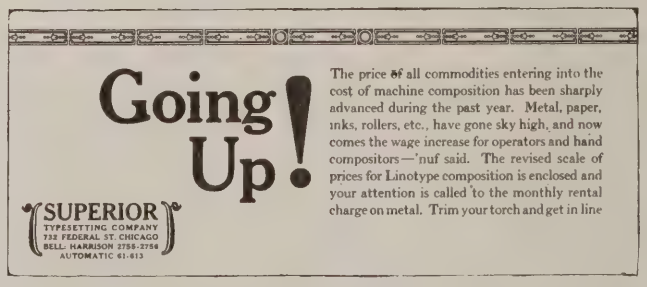
Inasmuch as Red Wing, Minn., was the birthplace of the National Printer-Journalist, this publication is more than ordinarily interested in printed matter coming from there. As stated on this bill-head, the name of Gibson has been connected with the printing business for over fifty years, which certainly was some little time




before the advent of the Journalist. Such a legend tends to give one confidence in the concern, and a confidence which is still further borne out by the dignified and well arranged printing of the invoice. It is a delightful piece of "one series" printing.

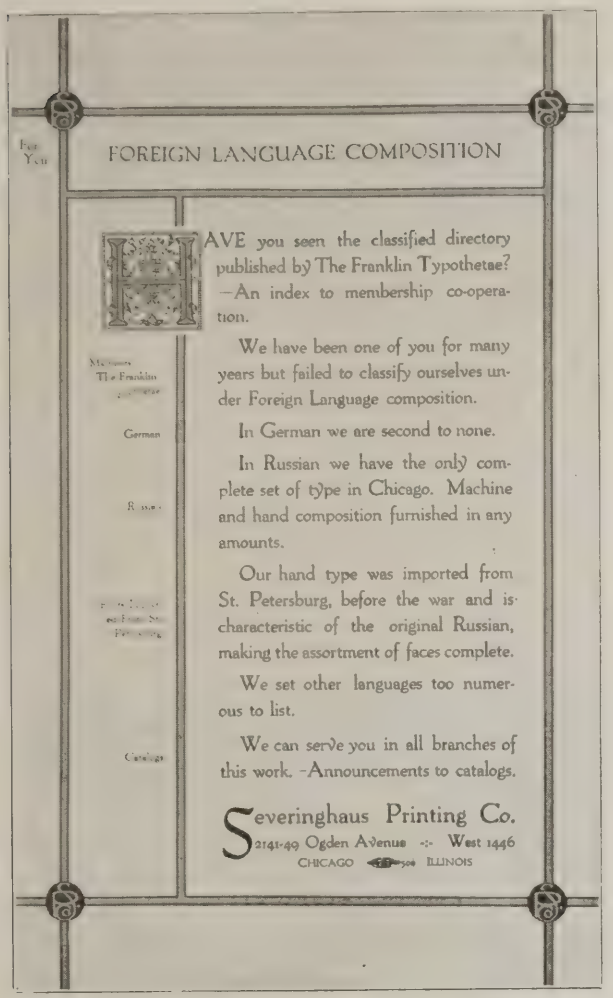
✧ ✧

Here is a blotter which very few people will pass unnoticed. The display is unusually at-


Going Up!
The price of all commodities entering into the cost of machine composition has been sharply advanced during the past year. Metal, paper, inks, rollers, etc., have gone sky high, and now comes the wage increase for operators and hand compositors—'nuf said. The revised scale of prices for Linotype composition is enclosed and your attention is called to the monthly rental charge on metal. Trim your torch and get in line
SUPERIOR
TYPESETTING COMPANY
732 FEDERAL ST. CHICAGO
BELL: HARRISON 2758-2758
AUTOMATIC 61-613

tractive. The blotter stock is white enamel, the brackets and exclamation points are in orange, and the rest of the job is in green blank.

I think I shall have to drop in and see these people some time. It must be an interesting sight, seeing type being set in a number of foreign languages. The folder doesn't say anything


FOREIGN LANGUAGE COMPOSITION
AVE you seen the classified directory published by The Franklin Typothetae? —An index to membership co-operation.
We have been one of you for many years but failed to classify ourselves under Foreign Language composition.
In German we are second to none.
In Russian we have the only complete set of type in Chicago. Machine and hand composition furnished in any amounts.
Our hand type was imported from St. Petersburg, before the war and is characteristic of the original Russian, making the assortment of faces complete.
We set other languages too numerous to list.
We can serve you in all branches of this work. -Announcements to catalogs.
Severinghaus Printing Co.
2141-49 Ogden Avenue -:- West 1446
CHICAGO ILLINOIS

about Hebrew, Chinese, and some of the other languages which look more like hieroglyphics than literature; but very likely they can handle them, too.

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Different combination of paper suggests different states of mind, just as different combinations of musical tones suggest different themes. This is the idea which the Strathmore Paper Company is carrying out in a series of suggestions which it is sending to users of paper. The particular group which I happen to have before me carries with it a little folder with the following:

A machinery catalog printed on delicate pink paper would be like a construction foreman in silk overalls—and a booklet about perfume printed on heavyweight leather brown paper would be like keeping the kitchen cabinet in the boudoir.

These things are true because paper suggests definite ideas and impressions by means of its special properties of texture, color, form and feel.

Thus, a heavy rough textured paper would tend to suggest "Dominance" and Ruggedness"—

A fine textured paper, "Refinement" or "Finesse"

A pink paper, "Femininity"

A blue paper, "Coolness"

—All subject, of course, to the contributions each of the other properties of a given dummy make toward the whole effect.

For instance, a long narrow dummy of delicately textured pearl gray paper, would express "Smartness" or "Style" for women's apparel, and that same pearl gray in a heavy-weight paper, dummied into a square bulky booklet, would express "Power" or "Massiveness" for a maker of auto trucks.

Strathmore Papers, because of the immense diversity of the line, offer a paper to express the idea or create the "atmosphere" of any business or product.

The creator of advertising literature, therefore, can deliberately select the Strathmore that says his say.

The Okayer of advertising literature—if you will allow the word—can see to it that no paper is used that quarrels with the idea of his business.

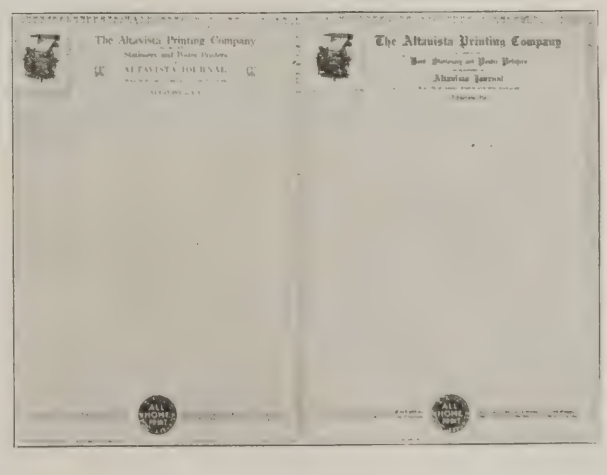
It isn't enough to select good paper; it must be appropriate paper; it must subtly reiterate and reinforce every word printed upon it.

In this packet are six specimen Strathmore Suggestions made up as expressive of the particular impressions noted thereon as the titles.

These Suggestions have definite individualities, or personalities, if you will. Each, somehow, seems right for some advertising purpose and wrong for others. If no one of them fits your product or proposition, allow us to make up a special Suggestion that will. Tell us what you want the paper of your booklet to express or suggest and we'll submit a Strathmore Dummy that does it.

✧ ✧

Here are two settings of the same copy. I have seen the time when the one showing a liberal use of text type would have been first choice by many printers and others, but that time has

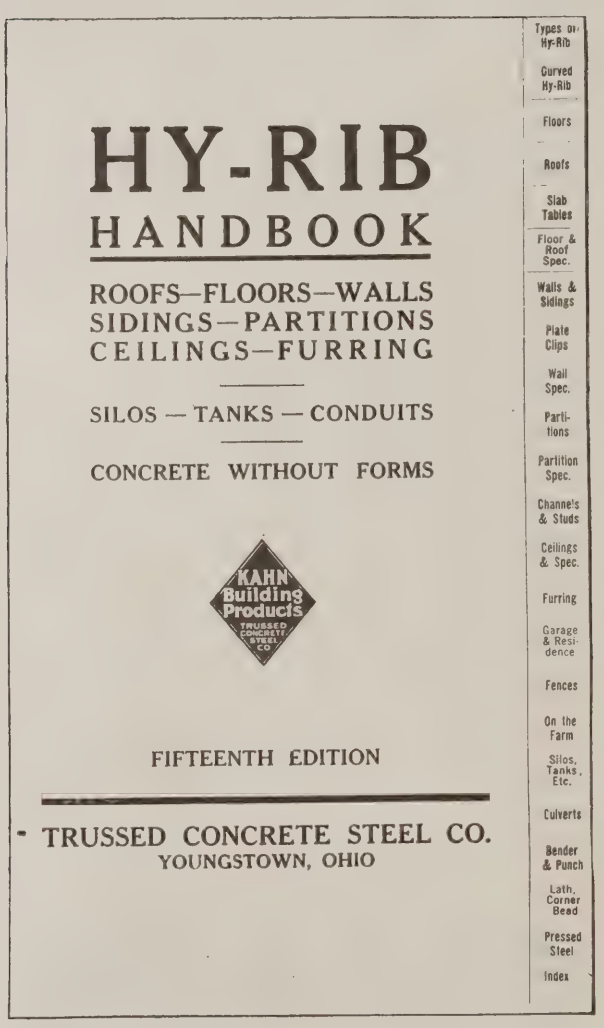



long gone past. These heads, if any of them are still remaining in the office, had better be used for copy paper and not allowed to go out to the general public, which is really more critical than

it is usually given credit for. The other heading is a model of well ordered display, and no printer need be ashamed to have it represent him before the people.

✧ ✧

Many manufacturers would no doubt like to have their catalogs thumb indexed, but do not care to go to the expense of cut-outs and index tabs. To obviate this expense, here is the way it is sometimes worked out: The first reproduction, Number 1, is the title page of the catalog. Down the front margin are listed the various topics treated of in the different sections of the catalog. On the margin of each page thruout the book is a black square, the location of these squares on the page varying according to the topic treated, the square on each page thus coming directly under the topic on the title page. For instance, about one-third the way down will be noted the word "Partitions." Running the thumb over the edges of the book till we come to a page having a black square under that title, we find the page beginning the subject of "Partitions," as shown in the second reproduction. When one becomes accustomed to this method of indexing, he can refer almost as rapidly to the desired section as he can with the ordinary expensive index.



HY-RIB
HANDBOOK

ROOFS—FLOORS—WALLS
SIDINGS—PARTITIONS
CEILINGS—FURRING

SILOS — TANKS — CONDUITS

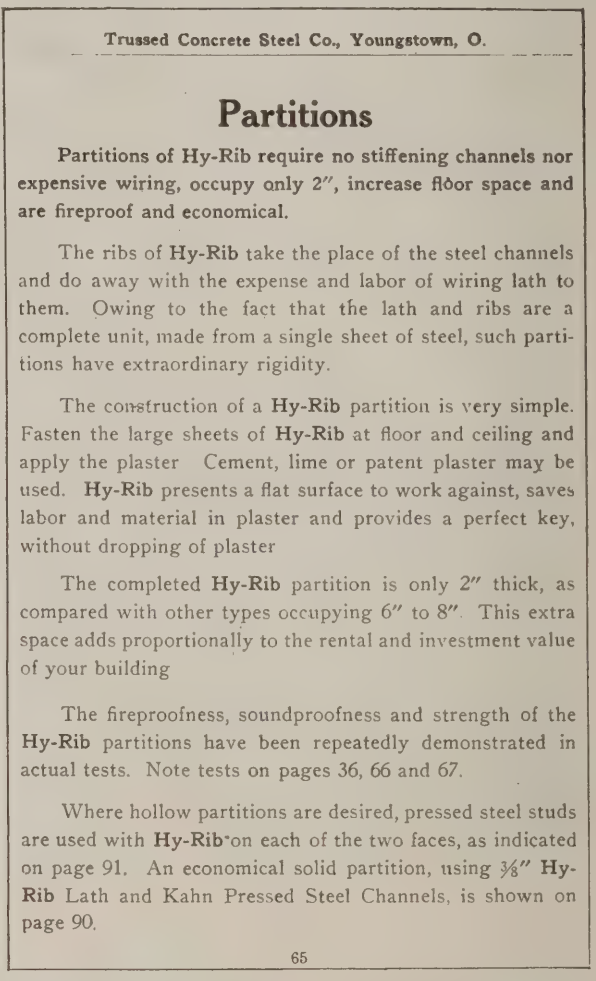
CONCRETE WITHOUT FORMS

KAHN Building Products
TRUSSED CONCRETE STEEL CO.

FIFTEENTH EDITION

TRUSSED CONCRETE STEEL CO.
YOUNGSTOWN, OHIO

Types of Hy-Rib
Curved Hy-Rib
Floors
Roofs
Slab Tables
Floor & Roof Spec.
Walls & Sidings
Plate Clips
Wall Spec.
Partitions
Partition Spec.
Channels & Studs
Ceilings & Spec.
Furring
Garage & Residence
Fences
On the Farm
Silos, Tanks, Etc.
Culverts
Bender & Punch
Lath, Corner Bead
Pressed Steel
Index



Trussed Concrete Steel Co., Youngstown, O.

## Partitions

**Partitions of Hy-Rib require no stiffening channels nor expensive wiring, occupy only 2", increase floor space and are fireproof and economical.**

The ribs of **Hy-Rib** take the place of the steel channels and do away with the expense and labor of wiring lath to them. Owing to the fact that the lath and ribs are a complete unit, made from a single sheet of steel, such partitions have extraordinary rigidity.

The construction of a **Hy-Rib** partition is very simple. Fasten the large sheets of **Hy-Rib** at floor and ceiling and apply the plaster Cement, lime or patent plaster may be used. **Hy-Rib** presents a flat surface to work against, saves labor and material in plaster and provides a perfect key, without dropping of plaster

The completed **Hy-Rib** partition is only 2" thick, as compared with other types occupying 6" to 8". This extra space adds proportionally to the rental and investment value of your building

The fireproofness, soundproofness and strength of the **Hy-Rib** partitions have been repeatedly demonstrated in actual tests. Note tests on pages 36, 66 and 67.

Where hollow partitions are desired, pressed steel studs are used with **Hy-Rib** on each of the two faces, as indicated on page 91. An economical solid partition, using ⅜" **Hy-Rib** Lath and Kahn Pressed Steel Channels, is shown on page 90.

65

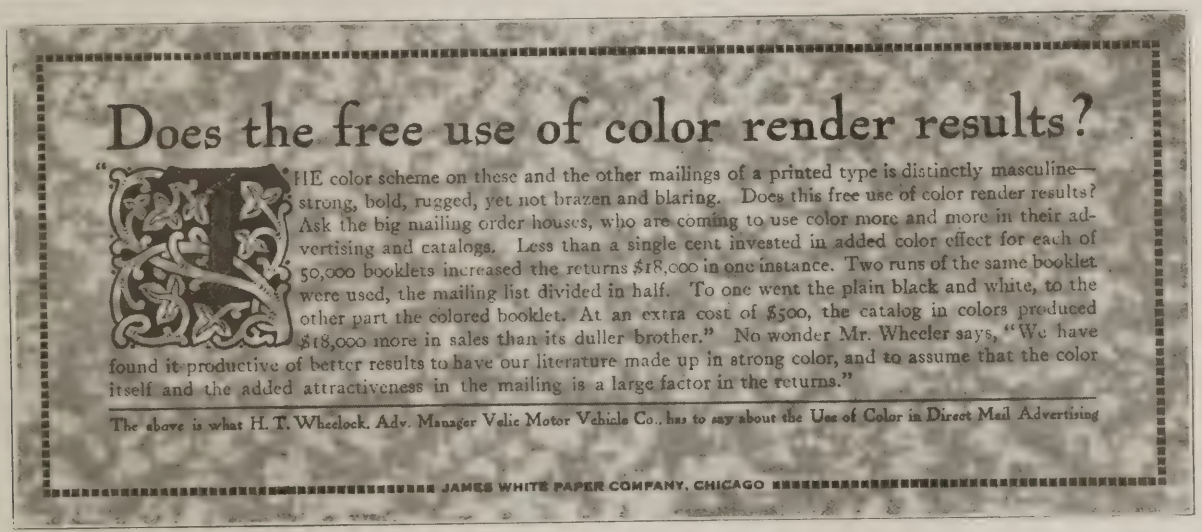
An elaborate book illustrating the Adstyle family of type was sent me in November by Barnhart Brothers and Spindler, but this department is becoming so intermittent that it has not had mention up to this time. The Adstyle family includes seven series of related designs suitable, as its name implies, to almost every conceivable line of advertising. The book is treated in a somewhat unusual decorative style and ought to be of interest to progressive printers everywhere. A copy of it will be gladly sent by Barnhart Brothers and Spindler on request to their Typecraft Department, Monroe and Throop Streets, Chicago. Regarding this type an officer of the Company says:

You will note we have adopted the slogan, "Types that Talk." This is by way of impressing printers and adver-

tisers with the fact that type faces are suggestive in themselves. The result should be a better appreciation of the importance of selecting for the different jobs and advertisements letter styles that are appropriate, and which will subtly assist in conveying the desired impression.

The tendency of modern commercial art is toward the strong pictures and decorations of little detail, practical designs that are easily printed; the pictures are impressionistic rather than realistic, the decorations are usually geometric in character. The effect in advertising is unfailing publicity for the advertiser. We are the first type foundry to recognize this new New Art movement and our future creations will be in harmony with this sensible fashion.

The book also includes Kenilworth Oldstyle and Kenilworth Italic, a pair of lightface letters, similar in many features to the Adstyles so that they may be counted close cousins of the family. Here are also displayed for the first time some new ideas in brass rules—black and white and tint dot rules, made on a unit system which affords perfect joining borders without the use of miters or other special corners.


Does the free use of color render results?
"THE color scheme on these and the other mailings of a printed type is distinctly masculine—strong, bold, rugged, yet not brazen and blaring. Does this free use of color render results? Ask the big mailing order houses, who are coming to use color more and more in their advertising and catalogs. Less than a single cent invested in added color effect for each of 50,000 booklets increased the returns $18,000 in one instance. Two runs of the same booklet were used, the mailing list divided in half. To one went the plain black and white, to the other part the colored booklet. At an extra cost of $500, the catalog in colors produced $18,000 more in sales than its duller brother." No wonder Mr. Wheeler says, "We have found it productive of better results to have our literature made up in strong color, and to assume that the color itself and the added attractiveness in the mailing is a large factor in the returns."
The above is what H. T. Wheelock, Adv. Manager Velie Motor Vehicle Co., has to say about the Use of Color in Direct Mail Advertising
JAMES WHITE PAPER COMPANY, CHICAGO

There's a reason for printing in colors. The blotter here reproduced shows what one big advertising manager thinks on this subject. It might be well to have this before you to spring on the customer who thinks any old thing will do.

It is a question how far a printer ought to go in dictating to his customers in matters affecting good tastes, such, for instance, as the use of the proper kind of cuts on letter heads. To many a customer a cut is a cut; and if the printer suggests that a halftone is not suitable for use on linen-finish bond paper, the customer is likely to get the idea that the printer and the engraver are in league to get the greatest possible amount of his money. For instance, M. A. Jensen, Bowbells, N. Dak., sends in a heading carrying a cut which looks like a zinc etching made from a catalog print of a wood engraving. There is so much detail as to give it almost the working qualities of a halftone. The printer has given the type good display, but the general result is indifferent because of this cut. Very likely the customer insisted on it. And what is the remedy It seems to me to be a systematic campaign to educate the customer—by means of heart-to-heart personal talks, and also with an occasional piece of printed matter—to believe

that the printer knows his business and should be relied upon for expert technical knowledge, the same as a physician or an engineer. Mr. Jensen sends in a number of other things which are highly satisfactory. The working and arrangement of the billhead for the dentist are not correct, but that is also no doubt the fault of the customer, and furnishes another argument for an educational campaign.

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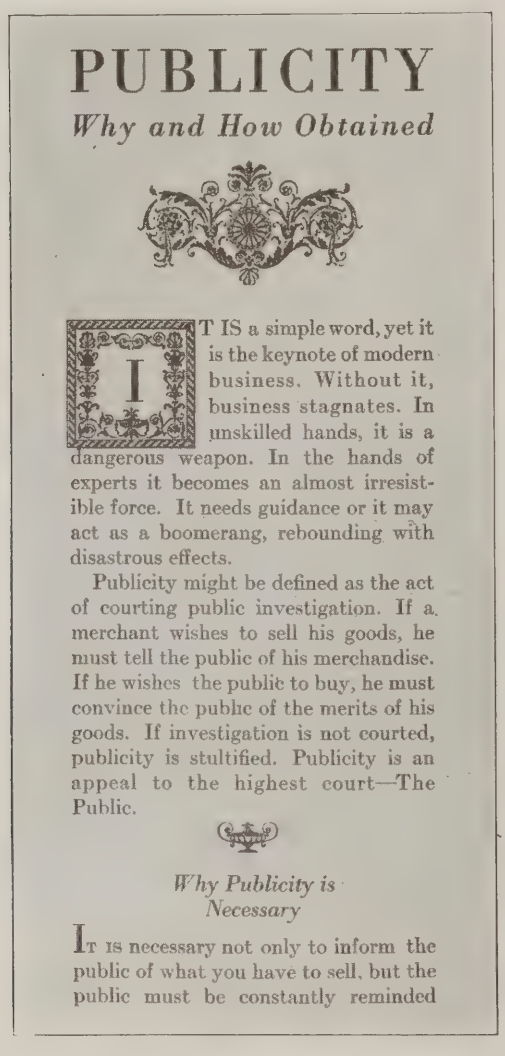
This is one page of a delightful booklet sent out by the Woodward & Tiernan Printing Company of St. Louis. It is an elegant grade of rough finish white book paper with the letter press in black and the decorations in bismarck brown.



PUBLICITY

*Why and How Obtained*

IT IS a simple word, yet it is the keynote of modern business. Without it, business stagnates. In unskilled hands, it is a dangerous weapon. In the hands of experts it becomes an almost irresistible force. It needs guidance or it may act as a boomerang, rebounding with disastrous effects.

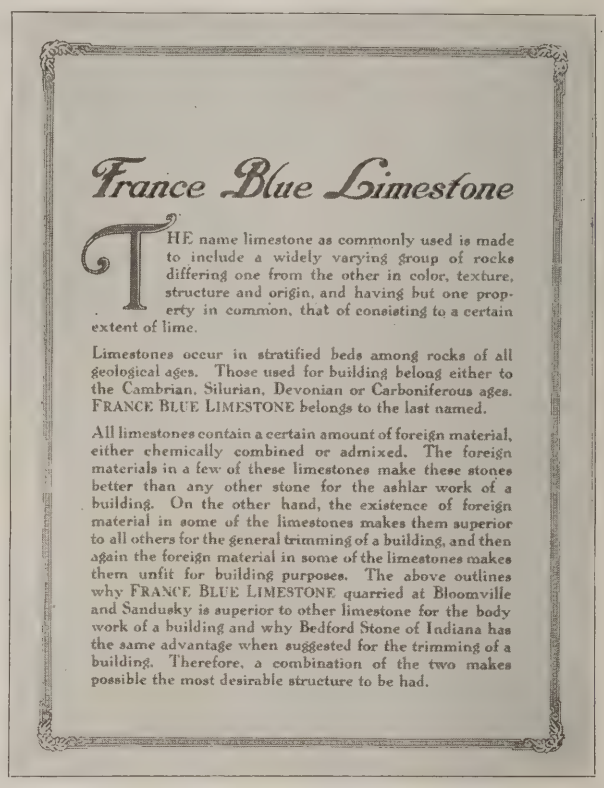
Publicity might be defined as the act of courting public investigation. If a merchant wishes to sell his goods, he must tell the public of his merchandise. If he wishes the public to buy, he must convince the public of the merits of his goods. If investigation is not courted, publicity is stultified. Publicity is an appeal to the highest court—The Public.

*Why Publicity is Necessary*

IT IS necessary not only to inform the public of what you have to sell, but the public must be constantly reminded

✧ ✧

Another delightful piece of work I picked up in Toledo was the booklet of the France Stone Company designed primarily to show the beauty of buildings put up with France Blue limestone. It is printed on a dull coated paper and consists principally of full-page illustrations of churches, colleges, and other public or semi-public buildings. The printers who are to be complimented on this reproduction are the Express Publishing and Printing Company of Toledo.



*France Blue Limestone*

THE name limestone as commonly used is made to include a widely varying group of rocks differing one from the other in color, texture, structure and origin, and having but one property in common, that of consisting to a certain extent of lime.

Limestones occur in stratified beds among rocks of all geological ages. Those used for building belong either to the Cambrian, Silurian, Devonian or Carboniferous ages. FRANCE BLUE LIMESTONE belongs to the last named.

All limestones contain a certain amount of foreign material, either chemically combined or admixed. The foreign materials in a few of these limestones make these stones better than any other stone for the ashlar work of a building. On the other hand, the existence of foreign material in some of the limestones makes them superior to all others for the general trimming of a building, and then again the foreign material in some of the limestones makes them unfit for building purposes. The above outlines why FRANCE BLUE LIMESTONE quarried at Bloomville and Sandusky is superior to other limestone for the body work of a building and why Bedford Stone of Indiana has the same advantage when suggested for the trimming of a building. Therefore, a combination of the two makes possible the most desirable structure to be had.

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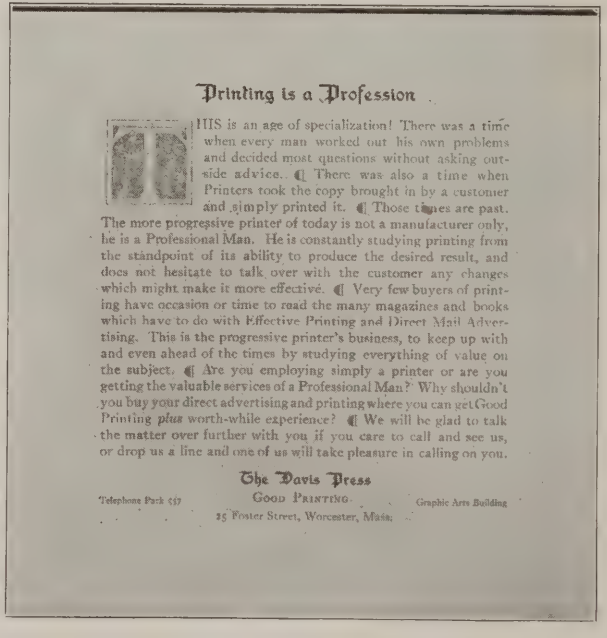
The Davis Press, Worcester, Mass., is sure to get out something which will attract attention.



Printing is a Profession

THIS is an age of specialization! There was a time when every man worked out his own problems and decided most questions without asking outside advice. ¶ There was also a time when Printers took the copy brought in by a customer and simply printed it. ¶ Those times are past. The more progressive printer of today is not a manufacturer only, he is a Professional Man. He is constantly studying printing from the standpoint of its ability to produce the desired result, and does not hesitate to talk over with the customer any changes which might make it more effective. ¶ Very few buyers of printing have occasion or time to read the many magazines and books which have to do with Effective Printing and Direct Mail Advertising. This is the progressive printer's business, to keep up with and even ahead of the times by studying everything of value on the subject. ¶ Are you employing simply a printer or are you getting the valuable services of a Professional Man? Why shouldn't you buy your direct advertising and printing where you can get Good Printing *plus* worth-while experience? ¶ We will be glad to talk the matter over further with you if you care to call and see us, or drop us a line and one of us will take pleasure in calling on you.

The Davis Press

Telephone Park 557 — GOOD PRINTING — Graphic Arts Building

25 Foster Street, Worcester, Mass.

This is the latest which has come to my desk. It is both good printing and good copy.

Did you ever stop to think that real estate is sold very largely through printed matter? One's first idea would be that real estate, of all things, was something which a man must actually see in order to buy it; and that is probably so, too. But the first interest—the first favorable impression which leads him to get out and investigate —usually comes thru printed matter. I thought of this when I was in Toledo a few weeks ago and happened to pick up a bunch of printed matter in the office of the E. H. Close Realty Company. It is really worth while publicity matter and is the product of some of Toledo's very best printers.

## PUBLICITY GOTHIC

For this new face of type, originated, manufactured and put on the market by the Barnhart Brothers and Spindler Type Foundry of Chicago, with branches in Washington, D. C., St. Louis, Kansas City, Omaha, St. Paul, Seattle and Dallas, it is rightly claimed that the Publicity Gothic carries more color to paper than any type face yet designed. It can not be overlooked even in a dense mass of advertisements on the newspaper page or elsewhere. It blends perfectly with the vigorous style of modern commercial art now being popularized by those artists and others engaged in publicity work who are leaders of the movement for an effective art in advertising. For subdued effect the printer has but to be governed by restraint in the selection of ink—soft colors and tints being best adapted for treating those subjects of dainty or refined character. But the type face is always there in eye-filling array, compelling itself to be seen and its message read. Now advertisers know it's a fact that those advertisements which fail to get the attention of the public cannot sell the goods. The logical conclusion is, get the type that compels and commands attention, hence, Publicity Gothic.

# The Kind of A Man He Is

## Something About Arthur Capper, by A. L. Nichels, in the Missouri Ruralist

A certain Friday, 33 years ago, contrary to the general rule which reserves such honors for the girls, a slim, bashful country boy was graduated at the head of his class, in a modest little country high school at Garnett, Anderson county, Kansas. He seldom or never had been away from home. He was greatly attached to his devoted Quaker mother. But now, having finished school, he believed it was up to him to make his own way in the world. He left home the next day never to return to it again as a dependent. The following Monday, desperately homesick but gritty, Arthur Capper began working as a typesetter on the Topeka Daily Capital, of which he is now owner and publisher. It was no trouble for him to make good the first day, for he had learned to set type for the home paper at Garnett, by working Saturdays and during school vacations. But he got the job on the Capital simply because it was Monday. The capital city of Kansas had saloons in those days, plenty of them, and the paper was always short of men the first working day after pay day.

Two years ago the Kansas people chose this country boy for their governor. He is the first native Kansan to hold the office. Last November they re-elected him by an unprecedented plurality of 162,491, four times as big a plurality as they gave him the first time. No Kansas governor had ever before polled a larger plurality than 80,000.

### When You See the Man

Arthur Capper is not a man of imposing presence. His figure is spare. It would be difficult to find a more unassuming man. There is nothing outwardly assertive in his personality. You wouldn't pick him out for the boss of the big publishing house he owns. His most striking physical feature is his eyes, which are large and fine for a man. His thinking machine is intensely practical, but his eyes are those of an idealist, and these two things are the key to his actions. He pays little attention to dress. He doesn't talk much. But he has an absorbing interest in the progress and welfare of the people of the West which he is doing so much to promote in his papers. And he is the personal friend of thousands of western boys and girls who have come to know him thru the corn clubs, the pig clubs, the flower-raising and gardening clubs, and similar organizations, he is never too busy to plan and finance for them. No man was ever more boy-hearted.

Mr. Capper does not drink. He does not use tobacco. He does not swear. Sometimes his devoted employes do that for him, but they are ashamed to be caught at it by their soft-spoken boss. If he has a vice it is his habit of tireless industry. He owns and publishes the Daily Capital, Capper's Weekly, the Missouri Ruralist and other state farm papers from the Capper building in Topeka, from which are issued yearly more than 57 million copies of these publications. This takes more than a carload of paper every two days.

### Why His Folks Are Loyal

Since he became governor, Mr. Capper has turned over the greater part of his work in the Capper plant to his employes. They number more than 500 picked men and women, and are sure no kinder, more courteous employer ever lived. It is characteristic of him that he seldom gives an order. "If you have room," he will say to his editors, "I should like to have you print this.' Or, "I think we should publish this." An interesting chapter could be written about how he puts it up to his men to do their work well. He enjoys a joke for its own sake.

One day a distinguished visitor was being shown the plant. Looking down the big counting room with its great number of clerks and desks, the distinguished one, partly with a desire to compliment his host, asked wonderingly, "Are all these persons working for you?'

"Well, yes," said Mr. Capper with modest hesitation —then with a dry chuckle characteristic of him—"I think half of them are."

The day the first big magazine press arrived for the Capper plant and was being unloaded and set up, the transfer company dropped one of its heavy cylinders down the elevator shaft to the basement. It fell with a thunderous crash that shook the building and it took six weeks to get another one made. Excited employes ran to the place where the cylinder fell. It was the busy season. The delay meant a great loss. Most men would have sought momentary relief in a few well-chosen cuss words. But Mr. Capper never paused in his work or left his desk. The incident is cited to indicate his powers of selfcontrol.

-One of his most cherished possessions is a "footey" little American flag with a sunflower worked in it.

One day in his motor car on the plains of western Kansas, after his election as governor, he came suddenly upon a small group of children lining both sides of the road, which stretched from horizon to horizon without a tree to break the dead level of the landscape. There was a little sod schoolhouse in the distance. Unknown to him, these boys and girls with their teacher, had patiently awaited his coming for hours that they might patriotically welcome the first governor who had ever visited their locality. As he appeared, they gave him a hearty little cheer and waved tiny flags—some of them home made.

The governor was quick to take in the situation. He was due at a public meeting in the next town. But the big car stopped and in less time than it takes to tell about it, he was shaking hands with the boys and girls and talking to them like an old friend and neighbor He made them a speech, and there was a presentation. A little girl who was sure she had the prettiest flag, because she had embroidered a sunflower on it herself, gave it to the governor. Then there were more cheers as the car with the governor in it moved off. Ever since, the little flag has bravely shown its colors in view of the governor's desk in the state house.

Some day history is likely to speak of Arthur Capper as one of the Middle West's great state-builders. Kansas knows him as one of its big business men and editors. It is just beginning to realize that he is its most useful citizen. It hasn't yet discovered that he is a genius.

Governor Capper's ambition is to give Kansas "dollar for dollar government" and to make America a dry nation. He is a tireless advocate of putting all government on a business basis and of nation-wide prohibition. A speech he made last fall, at Lincoln, is said to have done more than any other one thing to bring statewide prohibition to Nebraska.

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FIVE CHICAGO, MARCH, 1917 NUMBER THREE

# The Waning Influence of the Country Press in State Affairs

## Home Paper Editors Urged to Give Editorial Opinion on State and National Questions as Well as Local.

Read by Elmer E. Adams at the 51st Annual Meeting of The Minnesota Editorial Association, February 17, 1917

FOR some time I have had it in mind to address a letter to some of my home contemporaries, calling attention to what seemed to me to be the waning influence of the country press in state affairs, hoping that as a result I might arouse some interest which would revivify the influence of the country paper. I casually mentioned this to the Preisdent of this Association, and he suggested that it was a proper subject for a paper at this meeting. Some publicity was given to the matter, and certain paragraphers seemed to attribute the defeat of certain editors for public office to the waning influence of the press, and that this was what I had in mind. I meant it in a much broader and deeper sense.

For thirty years I was actively engaged in newspaper work. In such service I spent my time in and around the editorial rooms, and with each incoming mail, armsful of exchanges were brought to my table from all quarters of the state. Like all other editors I spent as much time as I could looking them over, and especially those which interested me. It is unnecessary to say that those which interested me were those which contained expressions of opinion upon the public questions of the day, and it was the papers of this kind which furnished suitable clippings and furnished subjects for paragraphs of my own. When one lives in such an atmosphere and environment it is only natural to suppose that everyone else has the same facilities for seeing and learning the opinions of the press of the state. We become like the unthing advertiser who see his edvertisement on the page of the hotel register, and imagines that everyone else see and observes it.

For the past five years I have had other employment, and as a result I have been unable to pass very much time in the editorial room. I have been in the position of the average citizen of the state so far as knowing what is going on and what positions are being taken and opinions expressed by the country papers of the Commonwealth. I find that the average citizen is in absolute ignorance of the attitude of the country newspaper outside of his own locality, on the affairs of the state. There is no means by which he can know what position the Fairmount Sentinel, the Albert Lea Tribune, the Winona Republican or the Princeton Union, is taking on any public matter in which the state is interested. The average citizen takes one or more of the metropolitan dailies, and one or two of the papers published in his own town or locality. For the news of the state, and the expressions of opinion on state affairs he has to depend on the metropolitan dailies. There was a time when the papers in the large cities published extracts from such country newspapers as expressed opinions on various matters and thus the subscriber of a metropolitan paper had an opportunity to get some idea of the attitude of other papers thruout the state. That the digest of the editorial stand taken by the press is most interesting is shown by the extensive publication of editorial opinions when the break with Germany occurred. The gist of the editorials in the leading papers all over the country were published and not only published, but scanned and read with the greatest interest. The same interest will always be shown when any state question is under consideration. This feature of the larger dailies, for some reason, has been almost wholly abandoned, and the Duluth Herald is the only daily printed in the larger cities of the state, which, in any measure, reflects the editorial opinion of the state. It is quite possible that the editors of the country papers are responsible for this condition of affairs. When a writer, in search of some pertinent comment or some paragraph which may inspire an editorial, looks thru twenty or thirty papers, as everyone often does, without seeing a pertinent paragraph or opinion which will draw a criticism or an approval, he naturally be

comes despondent and looks to other sources for inspiration and information. When you open up a well-wrapped paper, and are filled with the hope and expectation which the trapper feels as he approaches his traps, and finds in the place of a column of pertinent paragraphs the statement that on account of the rush of job work, or the Nolle Grand Contest, the editor has been too busy to prepare any editorial matter and asks to be excused, you become too discouraged to continue the search. Now, it seems to me perfectly apparent that if the sphere of influence of a country newspaper is to be confined to the county, or that portion of a county in which it circulates, the power of the country press is greatly weakened. At the best we are but a lot of widely isolated units, and the only way to make our units effective is by an interchange and inter-locking system which will give such papers the benefit of the united circulation of the country press. The establishment of the rural delivery system, which enables the dailies of the larger cities to reach all subscribers the same or next day, has created a serious menace to the inland paper, as they bring the freshest and most interesting news, and hold the attention of the ordinary man. This does not mean that the home paper is ignored. The family is always waiting for the home news, but if the home paper carries no opinion or expression of ideas it is only natural that the opinions of the subscriber will be influenced by the metropolitan daily instead of the home paper.

During the fifty-one years which this Association has been in existence, at every meeting someone has urged on his fellow workers the importance of not neglecting the editorial column. It has not been wholly in vain, altho it has not borne the fruit which it ought.

On more than one occasion I have heard the Nestor of the Minnesota press, Granville S. Pease, urge at these meetings, proper attention to the editorial column, and when I turned over the pages of the report of the meeting of the 50th Anniversary of this Association, and read the brief address of Mr. Pease I found him still urging Minnesota editors, if they had any brains, to prove it thru their editorial columns. That address from a man who was a charter member of this Association, and has been a member of it for fifty years, read like the farewell address of George Washington urging his fellow-countrymen to beware of European entanglements. While I do not consider the "Anoka Union" the greatest country paper in Minnesota, I will say that during the many years which I have perused it, I have always found something in its editorial columns, even tho it has been nothing more than an acknowledgment of a good dinner, or the receipt of a box of domestic cigars. The personality of Granville S. Pease has been reflected in the editorial columns of his paper. It is personality which counts, and when the personality is supplemented by character and courage it counts a hundred fold. If personality is put into the editorial column it will tell. Paragraphs and editorials in which there is personality, like Ivory Soap, will float. You will see them copied and even stolen. You have got to make the editorial column a regular thing, for if you do not your readers will fail to turn to it, and your fellow-editors will not remove the wrapper.

I was in the State Senate the day our present Libel Law was passed, and Mr. Donnelly was fighting that provision which permitted a retraction. It was not long after his famous suit with the Pioneer Press, in which he secured that dollar verdict. His hatred for Mr. Wheelock was bitter, and his judgment, never good, was particularly bad on this occasion. In his speech I remember he used this expression:

> "When the Pioneer Press states a thing there is a sort of thirteen story impersonality which carries a little weight, but when people stop to think it is merely Joe Wheelock, the effect wholly disappears."

Mr. Donnelly was wrong. When Mr. Wheelock used to write editorials for the Pioneer Press they did not have to be signed to know who wrote them. The intelligent public was interested in what Mr. Wheelock thought, rather than in what the Pioneer Press said.

A new competitor and a menace to the influence of the country paper has appeared in the form of the bill board. We have had to contend with it for some time as a factor in commercial advertising, and in the larger cities it has had an important effect upon political advertising. In the campaign just closed, it seems to me that the bill board has established its ascendency and it was the paramount influence in electing not only the minor candidates, but the Judges of our Courts and our United States Senator. I understand that it took a good deal of persuasion to get some of our candidates for United Senator to enter the field alongside of Bull Durham and Battle Axe, but all finally consented when told that it was the only method that would insure success. If the bill board supplants the newspaper as a political influence no one but the newspapers themselves will be to blame.

I do not contend that the Primary Election Law is responsible for all the failures and evils of the present day, but I do believe that it has been an important factor in denaturizing the country newspaper. So long as there were party nominations nearly every paper was for his party, and against his opponents. The Mugwump, or neutral paper, was a very rare specimen. With the enactment of the Primary Election Law party fealty naturally disappeared, but the average country newspaper went a step farther and, as a general thing, has ceased to be partisan among the various non-partisan aspirants for office. Every man who pays for advertising space, regardless of his fitness or qualification, gets the same publicity, and the character of it depends very largely upon his lack of modesty or possession of gall. He pays the price and the voter takes pot luck. As a result, political policy has been put on the same basis as commercial advertising. It has naturally had a weakening effect on the influence of the newspaper, and will continue until party nominations are restored, or newspapers again become partisan between non-partisan candidates.

The idea which I want to urge upon you, is the necessity of developing the machinery so that when a country newspaper does express an opinion or take a stand on some question, that the other newspapers of the state assist in giving it publicity either in controverting or approving. Something along this line must be done in order to maintain any effectiveness so far as the country newspaper is concerned. I have heard various plans proposed as a means of disseminating the opinions of the country editors. It has been argued time and again that the person who does very much writing has not got time to pore over a large number of exchanges, no matter how pleasureable that work may be. One of the plans that I have heard proposed at meetings of this association was that when a newspaper was attempting to carry on any kind of a propoganda to send clippings to such of those newspapers as he thought might be interested, either for or against it. This, of course, brings the matter directly to the attention of the other editors and makes certain that they are going to see what otherwise might be lost in the pile of unopened exchanges. We still have one or two editors in this state, who, when they

have an idea, attempt to impress it upon others by going to the trouble of sending marked copies. This is not a little trouble, but it is one of the most effective means of bringing your proposition to the attention of those whom you hope to reach.

One of the serious obstacles in copying from other papers is the fact that matter is not written with this end in view or so that it is easy to do it. Too many an editor is like a Sophomore preparing an oration for a contest. By the time he has laid down his premises, made his argument and drawn his conclusion, the editorial is so long that very few will read it, and no one is able to copy it without unbalancing his own paper. There are certain papers in this state which I have always opened with pleasure, because somewhere in the two or three columns of paragraph and short editorials there would be two or three which were clear, terse and pertinent, and which could be copied with or without comment, without unbalancing my own paper.

There will be one good result from the high price of print paper, and this will be the doing away with indiscriminate exchanging. The free exchange of newspapers is one of the relics of the passing age. The railway pass, the telegraph, telephone and express frank, the ticket for the church supper, are things of the past. Complimentary tickets to the few remaining theatres and moving picture shows are about the only courtesies that remain. Nothing has done more to raise the self-respect of the newspaper fraternity than the abolition of complimentary tickets. I would not want to do away with the visits of the newspapers which are worth while, but every editor in this Association knows that two-thirds of the newspapers which come into his office are utterly worthless to him, and are an expense and burden to those who send them and those who receive them. If editors got only those papers which were worth while, and of some value, an immense amount of time would be saved in opening and disposing of them, which could be used very profitably in other work. The saving in the cost of paper of those exchanges which are sent to papers which do not care for them, would enable the publisher to subscribe, and pay cash for such papers as he really needed and were of service to him.

I do not know of anything which has a more stimulating influence upon an editor, who is a real editor, than to subscribe, pay for, and read, as much as his time will permit, three or four of the leading papers of National and International breadth. It has a most stimulating effect and furnishes suggestions which will enable him to measurably improve his own paper.

For many years it was my ambition to publish a state paper. I mean a paper which got across county lines. It was an ambition which could not be realized at that time. I only know of one country paper which ever achieved any success in this field, and that the Northfield News, for a period under the management of the late Joel P. Heatwole. His success was only partial, notwithstanding he worked most industriously not only in the preparation of his newspaper, but in soliciting subscribers for it. At the time that he attempted this the dailies in the larger cities came nearer filling the field of state papers than they ever have since. As the cities have grown larger the metropolitan dailies have become more and more provincial. They not only fall far short of covering the state, but they do not fill the field so far as any other city is concerned. The old-time policy of attempting to partially cover the other cities has been entirely abandoned, and it is only when some news of transcendent importance occurs in one city that the papers in the others mention it. It ought to be possible for a citizen, who has not time to read more than one morning and one evening paper to get the news and the business and political sentiment without taking a paper from every town. Under present conditions I still believe that it would be possible for the publisher of a weekly newspaper in one of the smaller cities of the state, if he had capital, courage and endurance, to develop a state-wide paper. In every community there are people who want to learn what is going on thruout the state, to know the sentiment along business and political lines, but it would, perhaps, be a hopeless job, and certainly profitless, to publish the paper which they want and get it into their hands. It would seem that the ordinary inland paper has got to be walled in by its county lines, and the only way which its influence can be enlarged will be by giving it character and personality, and for papers so situated to help one another in disseminating their views and opinions.

## VICE PRESIDENT HOTALING TELLS OF PLANS FOR NATIONAL EDITORIAL ASSOCIATION CONVENTION AND ENTERTAINMENT JULY 9-12, 1917

B. B. Herbert, Chicago, Ill.

My dear Mr. Herbert:—As I agreed in St. Paul, I am herewith sending you something regarding the coming N. E. A. meeting in Minneapolis, July 9th-12th and the wonderful outing which is to follow. I am sure the program and excursion will be one which has never been excelled if equalled. In your last issue, you gave some of the local entertainment which was to be provided by St. Paul and Minneapolis so I will not refer to that other than to say that the Civic & Commerce Association, the most wideawake organization in the Northwest, will see to it that there is not an idle moment during the stay in Minneapolis. The governor of the state will welcome the party and the response will be given by John Clyde Oswald of the American Printer, New York City. Mr. N. A. Huse of the same city, who has the distinction of having built up the world's greatest country daily, will tell "How to Get National Advertising," a topic of practical interest to every newspaper man. Jason Rogers of the New York Globe, who knows the newspaper game as well or better than any other publisher in this country, and who is widely known as a pusher for better methods in the print shop, will tell "Where We are the Weakest." Joe Mitchell Chapple of Boston, who started in the newspaper business with a Washington hand press and basket of type in a sod shanty in Dakota and who has won a place among the big magazine publishers of the East, will speak on the subject, "Making the Paper a Community Power." This is a topic in which all are interested, that of community growth, of endeavoring to give service to our fellowman. Mr. Chapple is an orator as well as an earnest and convincing speaker, one who reaches the heart and mind of his auditors. There will also be inspirational addresses from men of prominence.

The outing will, from present indications, consist of three special trains. The finest equipment in America will be provided by the Northern Pacific, each train to have two dining cars, observation car, and Pullmans. Leaving Minneapolis, stops will be made at St. Cloud, Little Falls, Staples and Crookston, Minnesota, and Grand Forks, North Dakota. At these points, the commercial organizations already have the matter in hand and at several of them, the editorial guests will be presented with souvenirs, the one at St. Cloud where the largest granite monumental works in the world are located, will be an artis-

tic, polished souvenir of granite. At Grand Forks, there will be a twilight auto ride and entertainment.

Reaching Winnepeg, the party will become the guests of the city as well as the Canadian Government and many banquets and entertainments will fill in every moment of leisure. At Winnipeg, you will have an opportunity of visting old Fort Garry, the Hudson Bay Stores founded in 1730 and the Eaton store, a more modern institution, which cannot be duplicated outside of Chicago or New York if it can be there. A trip will be made to the Canadian National Park where stops will be made at Banff, Lake Louise and Rodgers Pass. Enroute many of the growing cities of Western Canada will be visited. This part of the trip, as far as railway mileage is concerned, will be furnished absolutely free. The scenery in the Canadian Rockies is the finest in America, so it is easy to imagine the treat in store for those who break away from the editorial grind.

Returning to Minnesota a stop will be made at Spooner on the Minnesota side of the Lake of the Woods. This village has had an eventful history, being in the very heart of the great forest fire which a few years ago swept over that section of Minnesota. Altho wiped out to the last vestige, it arose from the ashes, phoenix like, and the community is now known as "the land where clover grows like a weed," but that is not all that will be found there. It is the home of some of the most hospitable people you have ever met and they intend giving you a dinner that you will remember as long as you live. I know because I have supped with them. Leaving Spooner, you will pass on to Fort Frances and International Falls. Here all will have an opportunity to see how print paper is manufactured by visiting the largest paper mill in the world.

It is also planned to visit Bemidji where the city and commercial organizations offer a day filled to everflowing with interest. So much that the committee will have to decide whether it will take a trip to Lake Itasca, the headwaters of the Misssissippi river, and the Itasca State Park where Minnesota is attempting to preserve the virgin forests and wild life including deer and elk and where beavers can be seen constructing a dam a quarter of a mile in length. This is reached by automobile over the Jefferson Highway, a route running from New Orleans to Winnipeg extending thru seven states and the province of Manitoba. Or, going to Red Lake, the largest freshwater body within the confines of one state in the world. Here the giant summer logging operations of the Crookston Lumber Company may be seen, their wonderful steam skidders dragging logs from the forests to be loaded onto flat cars and whirled to the sawmills. The party will be dined in the mess rooms of the lumberjacks, giving an opportunity to study conditions of the northern lumber worker. There will also be a dinner on the pavement, a municipal banquet.

Moving onward, you will reach Minnesota's mining district where iron ore is moved with steam shovels and where the material handled every year exceeds the excavations of the Panama Canal. Here all will have an opportunity of visiting and studying at close range the wealthiest village on earth and where the hospitality of the people will be duly manifested. There is much to be seen here including the marvelous educational institutions, the public schools of this section being the best that money will provide and 'tis well that it is so for they have the moulding into American citizens of many foreign races.

From the mining section the editorial special will pass on to Duluth, the Zenith City at the head of Lake Superior. Here an entire day and night will be spent as the guests of the city, giving all an opportunity to visit the great ore docks and sail the unsalted sea by moon light. The boulevard drive at Duluth is one to be remembered and will be a fitting climax of a most delightful trip.

This wonderful outing is to be furnished at a figure so low that it seems incredible, considering the thousands of miles travelled. How traveling broaden the mind and intellect, rests the tired body, allowing the journalistic traveler to return home invigorated and strengthened for his editorial work! The new scenes visited, the new sights observed, all add to the fountain of information so essential to good editorial work. As George W. Hughes of Clinton (Illinois) Register, who has been on many of these outings and knows what he is talking about, puts it: "Those who have never traveled have never known the difference between seeing things and reading the descriptions of those who have seen them. No matter how vivid a description may be, it can give only an outline. Those who have never seen the mountains know little of what mountains really are. Those who have never seen them robed in perpetual snow when there is vegetation in the valleys below have never experienced the feeling of wonders that redoubles with each view. Those who have never seen the wonders of Yellowstone Park have not experienced one of the strongest evidences that there is a God. It might well be said that those who have never traveled have never fully realized what it is to live."

Having been in attendance at the St. Paul meeting and met Mr. Wilke, you are in position to know something of the enthusiasm which exists in Minnesota to make this gathering a success. You know that from the first to last the visitors will be kept busy. Those from the East and Southwest will have an addition to all this, in a little time of their own at Red Wing, your former home. It is proposed that the official train from the East on the Milwaukee will stop at this place on Sunday while the train from the Southwest on the Burlington will be met at Hager City, four miles away and the guests transported to Red Wing by auto where they and many others who will run down from Minneapolis will unite in a proper tribute to the founder of the National Editorial Association.

There will be something doing all the time and without giving away any state secrets, the boys and girls are going to have the time of their lives. Every town on the outing is being checked up and with the coupon system which is to be used, no one can be held up and expenses will be cheaper than they would be at home.

Sincerely yours,

H. C. HOTALING.

## THE HOME PAPER AND THE HOME ADVERTISER—AN ADVERTISER'S VIEW

There can be no kind of question but that the home newspaper can most usefully and profitably serve the home merchants. From these home advertisers, who recognize in every reader of the paper a possible customer, must come the real support of the newspaper. The foreign advertiser with one line goods, can expect to sell to only a small percent of the readers of a local paper, as a rule; and often cannot afford to pay a rate for space that the publisher can afford to take. There are general advertisers who, with proper arrangements for distribution, the hearty coöperation of the local dealer and the local publisher, will find proper publicity in the local papers increasingly profitable. Such foreign

or general advertisers may be profitably served and should be cultivated but not to the neglect of the home business men whose natural and effective medium is the home paper.

Norman R. Williams, of Chicago, told the members of the Convention of the Minnesota and North Dakota Retail Jewelry Association at Minneapolis, February 20th:

**"The Biggest Trade Building Publicity"**

"You have in the local newspaper an advertising medium in your home town far better than any mail order concern has. There is the perfected means for the retailer to distribute information about his goods and store with consistent regularity and at minimum cost. The retailer who is not using his local newspaper for advertising is overlooking the biggest trade building possibility available to him. There is nothing that equals newspaper advertising for the retailer. It makes it possible for him to keep up that eternal pounding away which must be kept up, at an outlay he can meet.

**Year Round Advertising Urged**

"If you are going to advertise your store right you will use the newspapers consistently the whole year thru. You can afford to do it. What you can't afford is not to do it, if you are looking for the greatest possible profit from your business."

Many home business men do not understand or appreciate these facts and must be taught. Newspaper publishers also must have a broader understanding of the possibilities of service and then they must educate the home merchants, or both must perish before the onsweeping tides of effective advertising and up-to-date business methods of mail order houses.

## PRICE OF PAPER TO BE FIXED BY U. S. COMMISSION

**Reported Proposition by Paper Makers, in Avoidance of Prosecution**

A report from New York, on February 17, of a proposal on the part of paper makers to permit the Federal Commission to fix the price of paper had all the appearance of a signal victory for the publishers, but the outcome is yet to be seen.

The dispatch, as printed in Minneapolis Tribune, was as follows:

News print paper manufacturers, facing criminal prosecution in United States courts for alleged combination in restraint of trade, proposed to the Federal Trade Commission yesterday that it fix a reasonable price for the output of the principal plants of the United States and Canada.

The Commission has the proposal under consideration and will reply immediately. It is generally believed the answer will be an acceptance.

The action of the manufacturers is a signal victory for American newspaper publishers, who in the face of advancing paper prices, have seen nothing ahead but ruin for many of their number.

**Expect No Prosecutions**

Altho nothing has been said concerning the continuance of grand jury proceedings in New York, it is well understood the manufacturers' move was predicated on the assumption that there would be no criminal prosecutions.

The manufacturers, while denying there have been any violations of the law, agree that the Trade Commission, if it finds it necessary, may make recommendations for such changes in the business of print paper manufacture that the industry "may maintain its organization, management and conduct of business in accordance with the law."

The investigation began last summer under a resolution adopted by the Senate. Information tending to show trust law violations was turned over to the justice department, while all facts bearing on economic phases of the situation were collected by the commission.

**Obstinate Until Jury Meets**

At the hearings held last fall and as late as January, the manufacturers, it is said, discouraged the Commission's efforts to find a solution for prohibitive prices. After the grand jury proceedings were started, they came voluntarily to Washington with their proposition.

It is agreed by the manufacturers that they will carry out all existing contracts even if at prices lower than those fixed by the Commission and that with respect to contracts which are for higher prices, reductions will be made.

The manufacturers also agree that they will, so far as lies in their power, limit each contract purchaser to his necessary requirements only, and sell to customers who have no contracts sufficient paper to meet their necessities at a price not in excess of the amount fixed by the Federal Trade Commission.

## CHARLES FRANCIS LECTURES ON SALESMANSHIP

Charles Francis lectured after dinner before the Printing Supply Salesmen's Guild of New York City, February 14, taking as his topic, "Salesmanship." The Committee of Arrangements stated "This dinner is tendered to Mr. Charles Francis, whom we honor as the dean of the printing industry, whose efforts and accomplishments of the past speak for themselves."

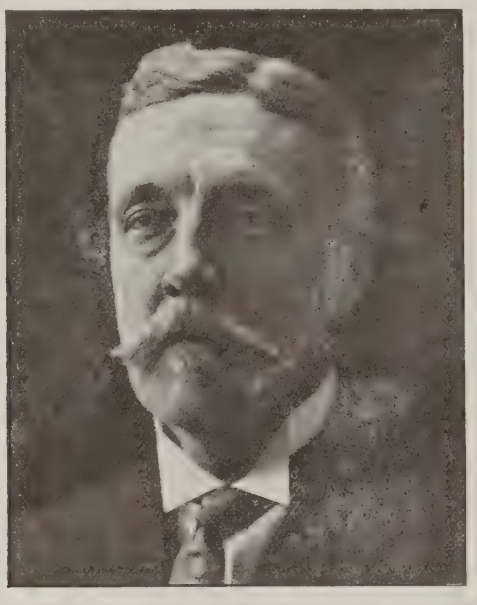
Mr. Francis said in part:

It is a question how well qualified I am to write or talk of salesmanship, for I never considered myself a salesman, rather an inside manager. Yet I recollect that in my eariler days I did what selling was necessary to keep busy a shop consisting of one large man and a small boy, and later on at times I went out and got work, tho when I became a full-fledged manager I hired most of the selling. Shortly before I started the Charles Francis Press I was urged to go outside, and one fine morning I sauntered out for a couple of hours and brought in a job that netted the office $7,500 a year. Thereafter, as long as I remained with that house, I was kept mostly outside.

In discussing salesmanship we are apt to think and talk mainly of the man who goes out and takes orders, but is it not true that the quality of the printing and the service given constitute the larger part of the selling? Gradually selling methods have developed, until today they may be divided into four types: 1. The direct salesman or outside solicitor. 2. Indirect salesmanship, accomplished by the high grade of the product and reputation for fair dealing—in short, "Service." 3. Advertising, both in publications and direct, that is by calendars, circulars, folders, etc., thru the mail. 4. Over-the-counter talk to people who call.

Of these four methods, the second one, which we may call "Service," is far the most efficient. The policy of a

house for giving value and satisfying its customers is just as much a means of getting trade as holding trade. It is not half as hard for the outside man to land work for the house with a reputation for service that it is for a house with no reputation or a doubtful record. The best selling—the salesmanship that counts for the most in the long run—comes by establishing a reputation for honest and straight dealing; for delivery in good shape and on time; for satisfactory quality and a ready willingness to make good any errors or discrepancies, which are bound to occur in so complicated a business as printing. All haggling and disputing should be avoided. Having made a contract, it is the printer's business to see it thru and do it satisfactorily, even when it entails a loss. Doing this entails a reputation and sells more printing.



MR. CHARLES FRANCIS

The bright man going into salesmanship will consider: 1. The character of the firm he is selling for and its principles of conducting business. 2. Whether they are looking for volume of business, and are satisfied to sell at cost, or realize when they are selling below cost. 3. Whether the salesman is expected to get most of his business by undercutting, which implies poor quality and few repeat orders. 4. Or whether the house is the sort that insists on a fair price to start, tries to hold the good will of customers by fair dealing, and thus makes it easy for the salesman to hold the trade he gets.

## PRESIDENT OF MINNESOTA EDITORIAL ASSOCIATION

Fred E. Hadley, chosen President of the Minnesota Editorial Association at the recent annual convention in St. Paul, is a native of the golden state, born at Hyderville, Humboldt County, California, December 22, 1880. He moved to the state of blue skies and clear waters twenty years ago, and has been editor and publisher of the Winnebago, Minnesota, Enterprise for over thirteen years. He is of pleasing address and popular among his fellow newspaper workers.

## NEWS NOTES OF UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA

February 17, 1917.

Cost Accountant F. W. Fillmore of the United Typothetae and Franklin Clubs of America is devoting considerable of his time in preparing cost reports of the various members prior to their compilation with the Composite Statement of Cost of Production. He is also doing cost installation work among the membership of the Franklin-Typothetae of Chicago.

Mr. W. Van Hinkle of Headquarters Staff, United Typothetae and Franklin Clubs of America, spent several days the latter part of January in Little Rock, Arkansas, supervising cost work and assisting the printers with their organization. Memphis was also visited and as a result the membership in this city has been added to. His itinerary for the next few weeks will include Nashville, Birmingham, Atlanta, Chattanooga and Knoxville, where he will do promotional organization work in behalf of the various locals.

The Secreatry, Mr. Jos. A. Borden, United Typothetae and Franklin Clubs of America, visited St. Paul and Minneapolis the later part of January, and as a result of his meeting with the printers in these towns and explaining the organization activities, the membership has been greatly increased. Mr. Borden spent several days the fore part of February in New York City and vicinity in the interest of the Three Year Promotional Plan of the organization.

Eastern Representative, Chas. A. Pearson of the United Typothetae and Franklin Clubs of America, has been advancing the interests of the National Organization in connection with the Three Year Plan of activities thru the various Allied Industries. He reports that a genuine interest has been manifested and that everywhere the cooperative plan has been very enthusiastically met and cooperation assured.

That there is an increased amount of activities thruout the various local Typothetae organizations is manifested by the fact that National headquarter's United Typothetae and Franklin Clubs of America have been requested recently, for copies of the Constitution and By-Laws of different local organizations. Organization work is surely taking a big hold on the printers thruout the country, which is evidenced by the numerous applications received at National headquarters and the increase in membership of local organizations thruout the country.

The New Treatise on the Standard Cost Finding System is just off the press. This is in pamphlet form and shows the various blanks used in connection with the System. These blanks are filled in and might be called working forms to give any printer, not thoroly familiar with cost accounting schemes, a comprehensive idea of the workings of the Standard Cost Finding System. There has been such a renewed awakening of interest in cost accounting, particularly among printers, that the organization is bending every effort to meet the demand for information regarding the Standard System. Printers who have not yet investigated the Standard Cost System better do so by addressing their communications to the United Typothetae and Franklin Clubs of America, 608 South Dearborn St., Chicago.

In the Bulletin of the United Typothetae and Franklin Clubs of America, an article entitled "Cost of Newspaper Advertising" has appeared in the last three issues. This article will be printed in pamphlet form and mailed to any printer on request.

# NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

A GREAT many people, among printers, at least, seem to confuse the terms, "crank" and "critic." They presume that, in order to fulfill one's office as a critic of newspapers and printing, one should find fault with every periodical and every bit of typography with which he is confronted. And when the critic fails to do this, such folks lose confidence in him completely.

I have often seen this trait develop in a young printer, simultaneously with the development of his knowledge of the trade. But, that that is an erroneous conception, I have high authority for proclaiming. The true and helpful critic (as I and greater writers have said before) is one who admires and praises as much as he deplores and decries. Never should defects be mentioned except with a corrective purpose in view.

It has ever been the aim thruout my work in this department to encourage members of the craft, rather than discourage them. Being always engaged in practical work myself, I long since discovered the truth, that one seldom meets perfection linked with that which is practical.

Therefore, whenever, I have been called upon to review a production of the craft, I have endeavored (and I hope with more or less success) to take into consideration the real conditions under which the specimen was created and to judge its merits accordingly. I get this message between lines, as it were, and in examining work endeavor always to recommend no alterations or suggestions which are not wholly practicable and easy of accomplishment under the same conditions and with the same material such as I judge the original was produced.

Hence, it may have frequently come to pass, I have no doubt, that my readers have thought that I erred in passing favorable judgment upon certain publications or advertisement creations; but, it being my earnest conviction that I can thus serve my contributors, I shall therefore continue to adhere to this policy until I conceive of some better scheme of service.

The other day I met a young travelling salesman, who had graduated out of a printing office, and who as a printer used to contribute specimens to this department from Clark, S. D. Said he to me, "What has become of Roy A. Bast? Do you ever hear from him any more?" And here the first thing is news of Roy A. Bast, as told briefly in the following welcome letter:

Exhibit 1.

Oakes, N. Dakota, Jan. 9, 1917.

Dear Mr. Copper:

I am enclosing copy of a poster which we just turned out at my office. Haven't sent you a sample for a long time, and thought maybe you might want to criticise some of my work to "fill up space." I bought the shop here last March and so the sheriff hasn't grabbed me. You have reproduced some of my personal work before, so we are not entire strangers. In case this is reproduced, please have the firm mail me an extra copy and send bill to this office. Yours very truly,

ROY A. BAST.

The specimen which Brother Bast sends reproduced as exhibit No. 1, is easily conceded a very neat and attractive creation (notwithstanding the Gothic). The balance achieved in this creation is perfect and the treatment in detail demonstrates a thoro conception of that which is correct in the art of typography. Observe the perfection of each line, the sense in each display line, the equality of every margin, the sensible location of each illustration (well toward the top, where cuts should be) the exquisite massing and fine panelling. I can detect not a single error in this specimen. It is beautifully printed, too. Brother Bast's paper is called the Oakes Journal, and I trust that this

ALS IK KAN

VOLUME 1, NO. 1 POMEROY, WASHINGTON MONDAY FEBRUARY 26 1917

GYMNASIUM ADDS TO ATHLETIC ACTIVITIES

Basketball Gets Big Boost, Indoor Baseball to Follow Soon

Nineteen hundred sixteen marks the actual beginning of real gymnasium work here, especially among the students. This result in the fact has been brought about by the fact that no gymnasium, or room suitable for gymnasium use has been available. The new gym is open to every one in the city, and those who accept this privilege receive a great deal of enjoyment from "working about" as well as much needed physical exercise.

Under the supervision of Coach Kubitz much has been accomplished since the beginning of the school term, toward the physical, not to mention the moral betterment of the school boys. Exercises of various kinds have been taught in connection with the basketball practice. Thus far, most of the time has been devoted to basketball, and while comparatively little interest was shown at first on account of the newness of the game, it is now quite popular.

About 30 boys turn out three times a week, and seem to enjoy the practice more each time. Immediately after the close of the basketball season, which will be March 1, indoor baseball will be given as preparatory to the "national game" which opens a month later.

SCHOOL PLAY PROCEEDS WILL HELP EQUIP GYM

Superintendent E. W. Collier announces that the annual high school play will be given in the near future. The proceeds will go to further equip the gymnasium. Pomeroy high school is noted for its good taste in selecting and producing plays which appeal to the public. The forthcoming one will be up to the standard of the past.

In addition to his, a program in which all the grades will participate, is being prepared for the purpose of financing school activities.

To Build Tennis Court

F. W. Illgen with the help of some of the boys elected out a tennis court on the vacant lot adjacent to the new high school. Work will begin immediately. The money necessary to defray the expenses will be raised by the assorted students of the Pomeroy high school.

To Study Landscape Gardening

The agriculture 1 class, under H. C. Hayes, has drafted plans of the yard around the new high school for the purpose of studying landscape gardening. They will make suggestions as to what should be planted on the yard,

The New High School Building



An Epistle Dedicated to the Public Telling of the Works of the Wise Men

Chapter One

This treatis do I make, O ye people, that ye may know that which is come to pass in the city of Pomeroy.

For in the year of our Lord nineteen hundred sixteen, the wise men banded an house of learning called H. S., which was of great amplitude and fame, that all the young might gather there and gain wisdom.

There were teachers chosen of great understanding that they might impart knowledge into the younger generation and E. W. Collier was the leader thereof.

And at the beginning of the ninth month of the year, 16, a great multitude of people herding without ca[use] of [illegible]

And these are the names of the tribe thereof: the sub-freshmen who were a juvenile tribe and many were giddy, and did squirm and others were afraped and did shake like unto aspen leaves; the freshmen, among whom there was much trepidation and fear for many were verdant and poor in spirit, the sophomores, who did seem much learned, the juniors who were a joyous people, and the seniors who were much exalted and set up in the high places.

Chapter Two

And some did give themselves over to serious things and did tread diligently the paths of knowledge seeking sobriety.

But others were fickle and fain would cause riot, and they did titter and chew upon gum and make unseemly noises. And great was the turbulence thereof.

And those who were sober did pass the time peacefully but those who did make mischief were persecuted and sorely tried.

For a means of torture was devised, which in modern parlance is called a pest house, wherein the unruly were thrown into a fiery pit and roasted.

Chapter Three

And there were various activities

GIRLS TEAMS PROFIT BY NEW EQUIPMENT

Class Basketball Games Are Followed by Interscholastic Contests With Dayton

The high school has had no form of athletics for girls until this year. They have taken much interest in basketball at least, and under the training of their coach, Miss Connelley, they become efficient enough to compete with the Dayton school team. Turnouts have been good from the first. This has resulted in to have good practises.

Earlier in the season inter-class games were played and a small admission charged. From this a sum of $12.50 was cleared.

Following are the teams

Seniors—Eva Foley captain, Florence Long, Alta Dixon, Emma Howell, Juanita Busch, Cathleen Ward, Marion Miller

Juniors— Willena Long captain, Helen Beam, Genevieve Rauch, Justine Hagan, Bernadine Rauch, Josephine Walters, Gladys Bratcher

Sophomores—Ruby Dixon captain, Manila Dodge, Clare Blake, Orlena Fairbank, Eileen Howell, Beatrice McCallum, Aletha Williams.

Freshmen—Dolly Mendenhall, Ramona Vassar

DAYTON FIVE WINS GAME FROM POMEROY HIGH TEAM

In the first basketball game played on the new gymnasium, Pomeroy lost to the Dayton high school Friday night, January 19, in a score of 22 to 32.

The game was very interesting and was a close contest. During the first half Pomeroy led most of the time Dayton scored first, but the locals came back immediately with two points. From then until the game was nearly finished neither team appeared to be superior, but the visitors gradually pulled away and "clinched" the game. McCauley, Dayton's rangy center, and Foley of Pomeroy were the stars, Foley scored 20 of the locals' 22 points. Much of the scoring of the game was accomplished through Dayton's numerous fouls.

The seating capacity was taxed, and many of the spectators were forced to stand. Approximately three hundred saw the game. Pomeroy high school rooters were loyal to the last.

Following is the line-up

| Dayton | Position | Pomeroy |
|---|---|---|
| McCauley | center | Obesland |
| Anderson | forward | Bryant |
| Bauers | forward | Foley |
| Kendall | guard | Busch |
| McGivoy | guard | Shelton |

Dayton goals—McCauley 7, Bauers 5, Anderson 3, Kendall. Pomeroy goals—Shelton, Foley 2. Fouls by Dayton 10, by Pomeroy 6. Substitute—Burns for Bryant. Referee, Rigsby

BEN FRANKLIN TALKS OF ABRAHAM LINCOLN

During assembly period, Feb. 12, the Rev. John Leacher, of the Episcopal church lectured to the high school on Abraham Lincoln. In his speech he set forth Lincoln's great personality, his steadfastness, his self confidence and his righteous principles. He ardently emphasized Lincoln's influence upon his own day and on the succeeding years, and called attention to the fact that his policies are being considered in the present administration. Rev Leacher's address was an inspiration to [illegible] and the school will be glad to hear him again.

Stunt Shop Money Spent

With the proceeds of the stunt show the associated students purchased wire guards for the gymnasium windows amounting to the sum of $20. Fifty steel lockers have been ordered and $250 for their payment is now in the bank. The keys and locks have arrived and the lockers are expected any day.

established that good works might be done.

And there were games called athletics which were purposed to upbuild the physical being.

And that which was called a glee club was conceived in which many did lift up their voices in song.

But the greatest of these was the Als ik Kan, of which this treatis is a part.

And the things which have come to pass are reported as good.

And all drone shall be cast aside and naught but that which is pure shall remain; and the tribes shall gain much in spirit thereby, and they shall was great, yea, even reach the zenith of glory and excellence.

Exhibit 2.

department may be favored with a copy of it for consideration in these columns within the near future.

✧ ✧

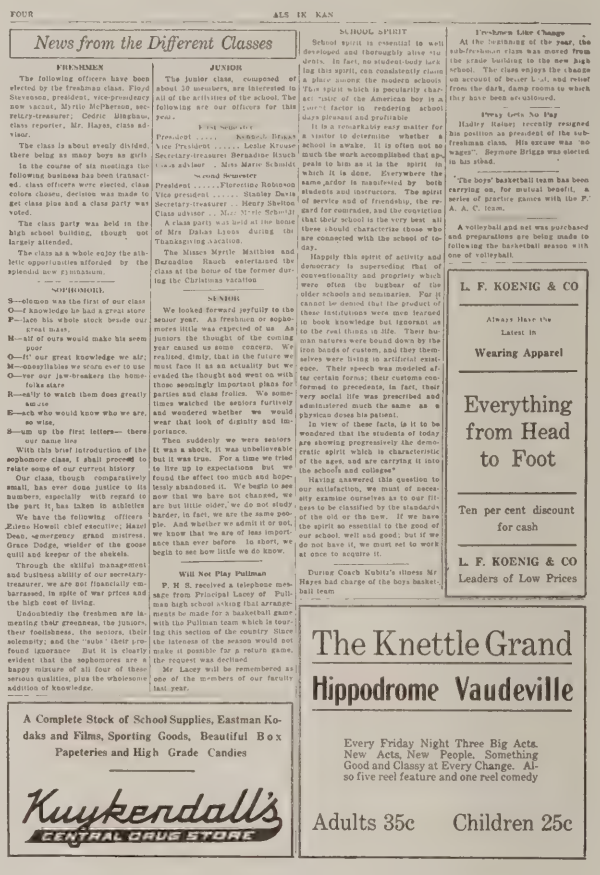
Pomeroy, Wash., February, 23, 1917.

Mr. O. Byron Copper, De Soto, Wisconsin.

Dear Mr. Copper: The high price of print paper didn't stop the high school here when it wanted a paper, and you'll see by the inclosed copy we're coaching 'em a la National Printer-Journalist rules on makeup and advertising position.

With best regards, Sincerely yours,
RAY M. CLUNG.

It is well and appropriate to explain that my correspondent as subscribed above is the bright young editor of the East Washingtonian, which



FOUR ALS IK KAN

News from the Different Classes

FRESHMEN

The following officers have been elected by the freshman class. Floyd Stevenson, president, vice-presidency now vacant, Myrtle McPherson, secretary-treasurer; Cedric Hitchhaw, class reporter, Mr. Hayes, class advisor.

The class is about evenly divided there being as many boys as girls.

In the course of six meetings the following business has been transacted. class officers were elected, class colors chosen, decision was made to get class pins and a class party was voted.

The class party was held in the high school building, though not largely attended.

The class as a whole enjoy the athletic opportunities afforded by the splendid new gymnasium.

SOPHOMORE

S—olomon was the first of our class
O—f knowledge he had a great store
F—ace his whole stock beside our great mass.
M—ay of ours would make his seem poor
O—f our great knowledge we ate;
M—onosyllables we scorn ever to use
O—ver our jaw-breakers the home-folks have taken much interest
R—eally to watch them does greatly amuse
E—ach who would know who we are,
so wise,
S—um up the first letters— there our name lies

With this brief introduction of the sophomore class, I shall proceed to relate some of our current history.

Our class, though comparatively small, has ever done justice to its numbers, especially with regard to the part it has taken in athletics.

We have the following officers Eileen Howell chief executive; Mazel Dean, secretary; grand mistress, Grace Dodge, wielder of the goose quill and keeper of the shekels.

Through the skilful management and business ability of our secretary-treasurer, we are not financially embarrassed, in spite of war prices and the high cost of living.

Undoubtedly the freshmen are lamenting their greenness, the juniors their foolishness, the seniors, their solemnity; and the 'subs' their profound ignorance. But it is clearly evident that the sophomores are a happy mixture of all four of these serious qualities, plus the wholesome addition of knowledge.

JUNIOR

The junior class, composed of about 30 members, are interested in all of the activities of the school. The following are our officers for this year.

First Semester

President ..... Kenneth Braun
Vice President ..... Leslie Kraus
Secretary-treasurer Bernadine Rauch
Class advisor ..... Miss Marie Schmidt

Second Semester

President ..... Florence Robinson
Vice president ..... Stanley Davis
Secretary-treasurer ... Henry Shelton
Class adviser ... Miss Marie Schmidt

A class party was held at the home of Mrs. Dalsan Lyons during the Thanksgiving vacation.

The Misses Myrtle Matthias and Bernadine Rauch entertained the class at the home of the former during the Christmas vacation.

SENIOR

We looked forward joyfully to the senior year. As freshmen or sophomores little was expected of us. As juniors the thought of the coming year caused us some concern. We realized, dimly, that in the future we must face it as an actuality but we evaded the thought and went on with those seemingly important plans for parties and class frolics. We sometimes watched the seniors furtively and wondered whether we would wear that look of dignity and importance.

Then suddenly we were seniors. It was a shock. It was unbelievable but it was true. For a time we tried to live up to expectations but we found the effort too much and hopelessly abandoned it. We begin to see now that we have not changed, we are but little older, we do not study harder, in fact, we are the same people. And whether we admit it or not, we know that we are of less importance than ever before. In short, we begin to see how little we do know.

Will Not Play Pullman

P. H. S. received a telephone message from Principal Lacey of Pullman high school asking that arrangements be made for a basketball game with the Pullman team which is touring this section of the country. Since the interest of the season would not make it possible for a return game, the request was declined.

Mr. Lacey will be remembered as one of the members of our faculty last year.

SCHOOL SPIRIT

School spirit is essential to well developed and thoroughly alive students. In fact, no student body lacking this spirit, can consistently claim a place among the modern schools. This spirit which is peculiarly characteristic of the American boy is a correct factor in rendering school days pleasant and profitable.

It is a remarkably easy matter for a visitor to determine whether a school is awake. It is often not so much the work accomplished that appeals to him as it is the spirit in which it is done. Everywhere the same ardor is manifested by both students and instructors. The spirit of service and of friendship, the regard for comrades, and the conviction that their school is the very best all these should characterize those who are connected with the school of today.

Happily this spirit of activity and democracy is superseding that of conventionality and propriety which were often the bugbear of the older schools and seminaries. For it cannot be denied that the product of these institutions were more learned in book knowledge but ignorant as to the real things in life. Their human natures were bound down by the iron bands of custom, and they themselves were living in artificial existence. Their speech was modeled after certain forms; their customs conformed to precedents, in fact, their very social life was prescribed and administered much the same as a physician doses his patient.

In view of these facts, is it to be wondered that the students of today are showing progressively the democratic spirit which is characteristic of the ages, and are carrying it into the schools and colleges?

Having answered this question to our satisfaction, we must of necessity examine ourselves as to our fitness to be classified by the standards of the old or the new. If we have the spirit so essential to the good of our school, well and good; but if we do not have it, we must set to work at once to acquire it.

During Coach Kubitz's illness Mr. Hayes had charge of the boys basketball team.

Freshmen Lose Change

At the beginning of the year, the sub-freshman class was moved from the grade building to the new high school. The class enjoys the change on account of better light, and relief from the dark, damp rooms to which they have been accustomed.

Away Gets No Pay

Hadley Reiley recently resigned his position as president of the sub-freshman class. His excuse was "no wages". Seymore Briggs was elected in his stead.

The boys' basketball team has been carrying on, for mutual benefit, a series of practice games with the P. A. A. C. team.

A volleyball and net was purchased and preparations are being made to following the basketball season with one of volleyball.

A Complete Stock of School Supplies, Eastman Kodaks and Films, Sporting Goods, Beautiful Box Papeteries and High Grade Candies

Kuykendall's CENTRAL DRUG STORE

L. F. KOENIG & CO
Always Have the Latest in
Wearing Apparel
Everything from Head to Foot
Ten per cent discount for cash
L. F. KOENIG & CO
Leaders of Low Prices

The Knettle Grand
Hippodrome Vaudeville
Every Friday Night Three Big Acts. New Acts, New People. Something Good and Classy at Every Change. Also five reel feature and one reel comedy
Adults 35c Children 25c

Exhibit 3.

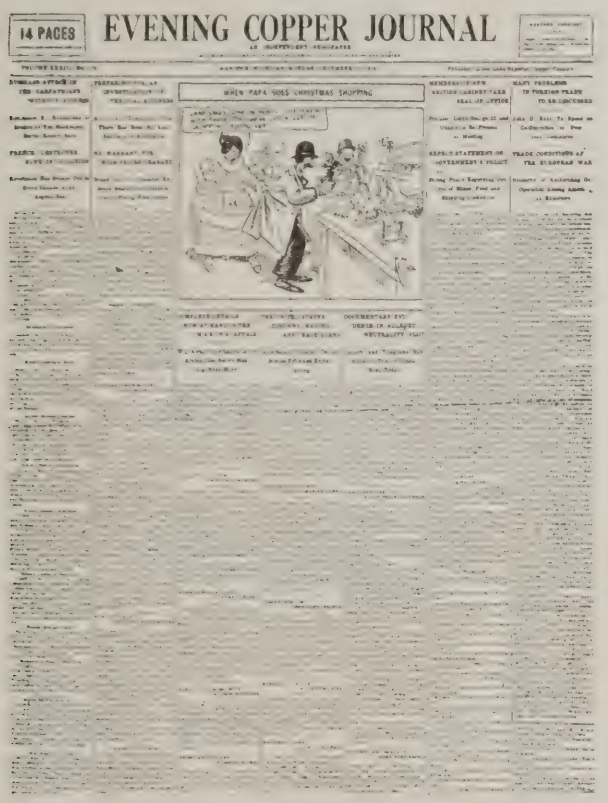
cation as exhibit No. 2, which will show in a measure how nicely the sheet is gotten up typographically, and exhibit 3 (the back page) illustrates the consistent method of makeup followed thruout But it is not alone in mechanical respect that this High school paper is praiseworthy; in contents it is far superior to many of the professional publications which come to this department for review; and this is true not only as regards the character of the matter chosen, but also in point of the choice of language and literary style of the various articles and departments. Perhaps this is the case because not every man who is publishing and editing country newspapers had the advantage of a high school education, which among other things would enable him to translate the Swedish title, "Als ik Kan," which means literally, "the very best I can."

Hancock, Mich., Dec. 11, 1916.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Having noticed your criticisms of makeup of different newspapers, in this mail under separate cover we are sending you a copy of the Evening Copper Journal, and will await with interest, to see what your judgment of it will be. Yours truly,

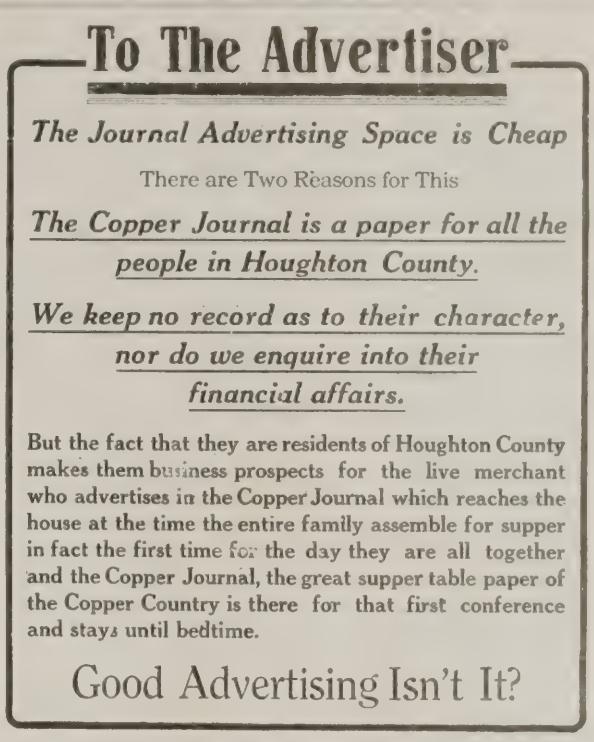
A. S. LEY, Mgr.

Brother Ley favored me with several copies of the Journal and from the budget I have selected the front page of one of them for reproduction, as being that which I deem the best of the lot (Exhibit 4). In way of typography, I would suggest as an improvement the adoption of a larger letter for the first three lines of the

14 PAGES EVENING COPPER JOURNAL

WHEN PAPA GOES CHRISTMAS SHOPPING

Exhibit 4.

principal heads—say, an eighteen point condensed antique letter to harmonize with the balance of the heading. Otherwise this page is made up very well. Evidently much of the material used in this sheet is in rather poor condition, hence the presswork is not of the best on the displayed portions, nor are all of the ads set with a great effort to be artistic. In point of contents I can find little fault, altho it seems to me the local field might be more closely covered. A thoro telegraphic service is in evidence, however. I searched all thru every copy of this paper at hand, hoping to find evidence of an editorial department, but I could discover none, more's the pity, for that's a thing, I think, every paper, particularly every daily paper, ought to possess. I must modify my remark above anent the advertisements in this publication, by this supplement: On closer inspection I find a number of very creditably composed specimens, from among which I select one (exhibit 5) for reproduction. Remove the superfluous under-


**To The Advertiser**

***The Journal Advertising Space is Cheap***

There are Two Reasons for This

***The Copper Journal is a paper for all the people in Houghton County.***

***We keep no record as to their character, nor do we enquire into their financial affairs.***

**But the fact that they are residents of Houghton County makes them business prospects for the live merchant who advertises in the Copper Journal which reaches the house at the time the entire family assemble for supper in fact the first time for the day they are all together and the Copper Journal, the great supper table paper of the Copper Country is there for that first conference and stays until bedtime.**

Good Advertising Isn't It?

Exhibit 5.

scoring from this ad and one would have a pleasing example.

✧ . ✧ .

Chilton Wis.,, Dec. 15, 1916.

Mr. O. Byron Copper, De Soto, Wis.

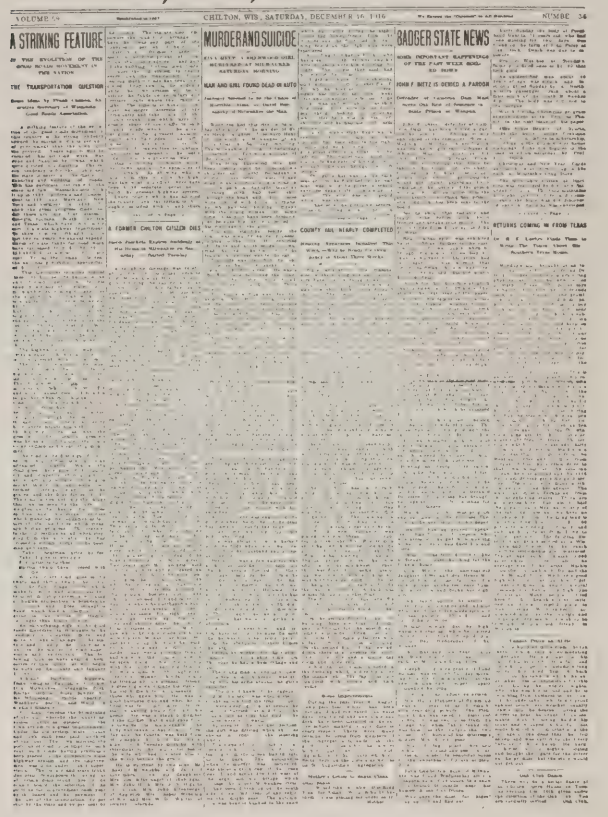
Dear Sir:—It has been some time since you have had the opportunity to give "The Chilton Times" the once over and pick it to pieces,—therefore I have under separate cover forwarded to your address a copy of this week's issue, which you may "tie into" at your own convenience.

With best wishes for the holiady season, and for the coming year, I remain,

Yours fraternally,
JOHN N. HUNTZ,
Chilton, Wis.
Still with the Chilton Times.

I am pleased to note from my examination of the Times that it is still the same handsome and excellent sheet it always has been since I first made its acquaintance. The accompanying reproduction of the first page from this issue of last December 16 is an exquisite thing, typographically, and it reflects, evidently, just what the Times is every week, for before me lies a copy of the same publication dated February 3, and in style it is an exact duplicate of the December number illustrated. I don't know of another Wisconsin home weekly of any higher degree of perfection in all departments of its

making than this Chilton Times. This reproduced front page (exhibit 6) offers a fair suggestion of the excellence of the sheet's contents, and apparently all other pages are just as cred-


The Chilton Times

A STRIKING FEATURE

MURDER AND SUICIDE

BADGER STATE NEWS

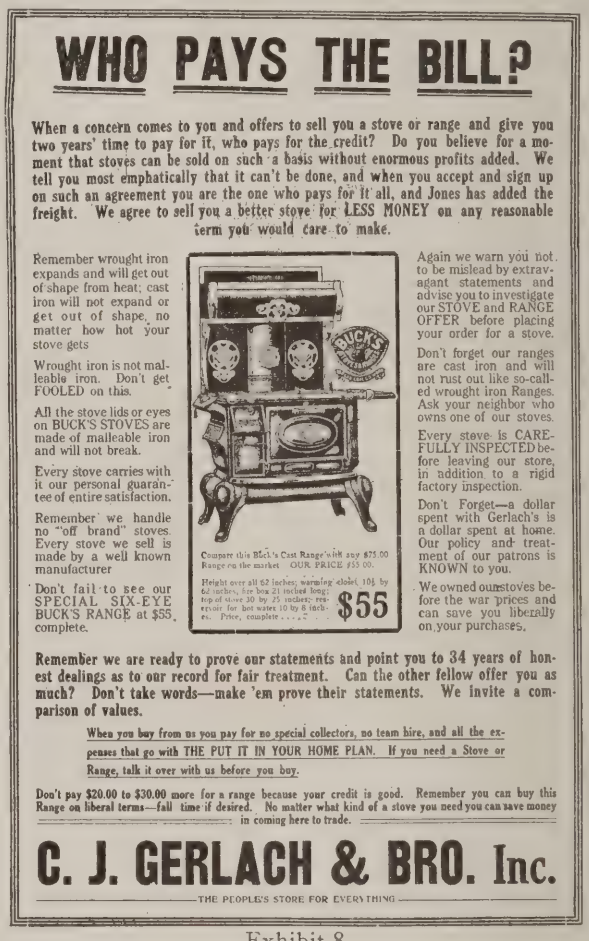
Exhibit 6.

itably handled by the editor and by the workmen, too. The fine impression secured, as is always the case, of course, enchances the beauty

Holly Wreaths, single, at..... ....35c and 50c
Holly Wreaths, double, at .....75c and $1.00
Choice Loose Holly, at..... 35c per lb.
Our Holly is the best Selected Delaware Holly and is not to be compared in quality with the ordinary southern Holly
Green Wreathing, extra heavy, at...10c per yard
Don't fail to see our fine display of
Blooming Plants
—they will convince you to buy.
Also Palms, Ferns and Choice Cut Flowers
W. G. Schucht,
Florist, Chilton

Exhibit 7.

of every column, but the makeup is intelligently handled, as is also the advertisement composition. Editor Hume never fails to have a department of editorial paragraphs, and they are always worth reading, giving the paper a dignity and stability that it could not otherwise possess without them. It is certainly a pleasure to me to receive a copy of this fine news-


WHO PAYS THE BILL?

When a concern comes to you and offers to sell you a stove or range and give you two years' time to pay for it, who pays for the credit? Do you believe for a moment that stoves can be sold on such a basis without enormous profits added. We tell you most emphatically that it can't be done, and when you accept and sign up on such an agreement you are the one who pays for it all, and Jones has added the freight. We agree to sell you a better stove for LESS MONEY on any reasonable term you would care to make.

Remember wrought iron expands and will get out of shape from heat; cast iron will not expand or get out of shape, no matter how hot your stove gets

Wrought iron is not malleable iron. Don't get FOOLED on this.

All the stove lids or eyes on BUCK'S STOVES are made of malleable iron and will not break.

Every stove carries with it our personal guarantee of entire satisfaction.

Remember we handle no "off brand" stoves. Every stove we sell is made by a well known manufacturer

Don't fail to see our SPECIAL SIX-EYE BUCK'S RANGE at $55 complete.

Compare this Buck's Cast Range with any $75.00 Range on the market OUR PRICE $55.00.

Height over all 62 inches; warming closet, 10½ by 6d inches; fire box 21 inches long; top of stove 30 by 25 inches; reservoir for hot water 10 by 8 inches. Price, complete . . . . .

$55

Again we warn you not to be mislead by extravagant statements and advise you to investigate our STOVE and RANGE OFFER before placing your order for a stove.

Don't forget our ranges are cast iron and will not rust out like so-called wrought iron Ranges. Ask your neighbor who owns one of our stoves.

Every stove is CAREFULLY INSPECTED before leaving our store, in addition to a rigid factory inspection.

Don't Forget—a dollar spent with Gerlach's is a dollar spent at home. Our policy and treatment of our patrons is KNOWN to you.

We owned our stoves before the war prices and can save you liberally on your purchases.

Remember we are ready to prove our statements and point you to 34 years of honest dealings as to our record for fair treatment. Can the other fellow offer you as much? Don't take words—make 'em prove their statements. We invite a comparison of values.

When you buy from us you pay for no special collectors, no team hire, and all the expenses that go with THE PUT IT IN YOUR HOME PLAN. If you need a Stove or Range, talk it over with us before you buy.

Don't pay $20.00 to $30.00 more for a range because your credit is good. Remember you can buy this Range on liberal terms—fall time if desired. No matter what kind of a stove you need you can save money in coming here to trade.

C. J. GERLACH & BRO. Inc.

THE PEOPLE'S STORE FOR EVERYTHING

Exhibit 8.

paper occasionally, and I trust that this will not be the last I shall get. In exhibit 7 I am presenting an advertisement, the attractiveness of which lies chiefly in the unique manner in which it was illustrated. Had the lines of the signature been conventionally centered, the effect would have been better.

✧ ✧

Livingston, Texas, Jan. 25, 1917.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—For sometime the writer has been enjoying the comments and criticisms you make of the country exchanges in the National Printer-Journalist, but we notice in the January number that your feature of the publication did not appear and we missed it.

We hope that you have not given up this work for this journal, as we think that is the best feature it carries.

We are mailing you an invitation to a reception we are to have here next Wednesday, which is an original idea of ours for a country weekly. We are also mailing you under separate cover a marked copy of our paper which contains a write-up of the East Texas Press Association, which was organized at Lufkin last Friday. This association is going to do a lot of good for the newspa-

per men of this section. The writer was elected secretary and treasurer, and he is going to urge every man to subscribe for the National Printer-Journalist, for they all need it.

With best wishes, I am,

Yours very truly,

W. S. WEST,

Editor Polk County Enterprise.

I certainly appreciated the foregoing kind letter from Brother West, publisher of the Polk County Enterprise, who, judging from his paper and letter head, is one of the progressive and prosperous ones in the newspaper profession. I'm sorry I wasn't able to accept the courteous invitation to attend the reception, to

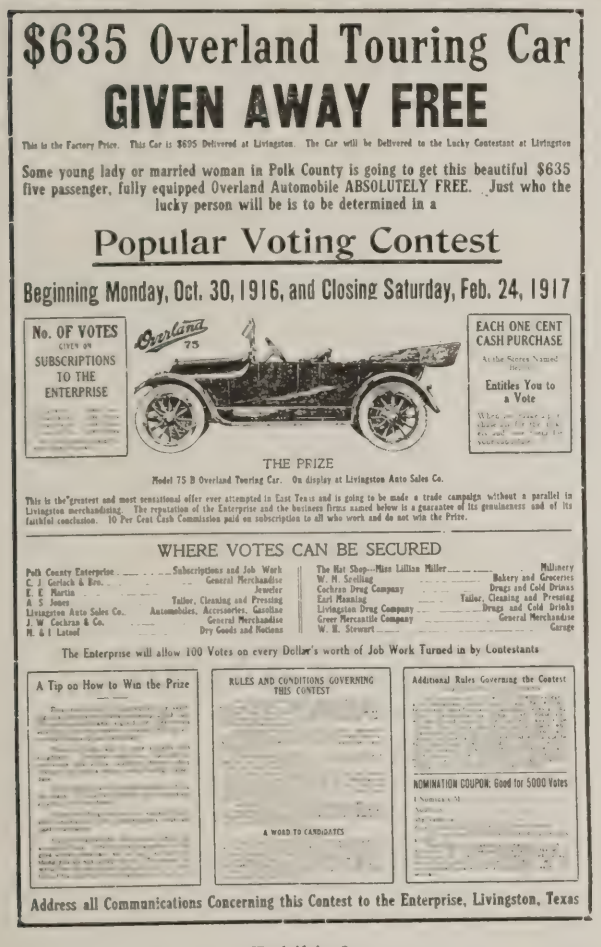

$635 Overland Touring Car
GIVEN AWAY FREE
This is the Factory Price. This Car is $695 Delivered at Livingston. The Car will be Delivered to the Lucky Contestant at Livingston
Some young lady or married woman in Polk County is going to get this beautiful $635 five passenger, fully equipped Overland Automobile ABSOLUTELY FREE. Just who the lucky person will be is to be determined in a
Popular Voting Contest
Beginning Monday, Oct. 30, 1916, and Closing Saturday, Feb. 24, 1917
No. OF VOTES GIVEN ON SUBSCRIPTIONS TO THE ENTERPRISE
Overland 75
EACH ONE CENT CASH PURCHASE
Entitles You to a Vote
THE PRIZE
Model 75 B Overland Touring Car. On display at Livingston Auto Sales Co.
This is the greatest and most sensational offer ever attempted in East Texas and is going to be made a trade campaign without a parallel in Livingston merchandising. The reputation of the Enterprise and the business firms named below is a guarantee of its genuineness and of its faithful conclusion. 10 Per Cent Cash Commission paid on subscription to all who work and do not win the Prize.
WHERE VOTES CAN BE SECURED
Polk County Enterprise ... Subscriptions and Job Work
C. J. Gerlach & Bro. ... General Merchandise
E. E. Martin ... Jeweler
A. S. Jones ... Tailor, Cleaning and Pressing
Livingston Auto Sales Co. ... Automobiles, Accessories, Gasoline
J. W. Cochran & Co. ... General Merchandise
M. & I. Latsed ... Dry Goods and Notions
The Hat Shop—Miss Lillian Miller ... Millinery
W. M. Scrilling ... Bakery and Groceries
Cochran Drug Company ... Drugs and Cold Drinks
Earl Manning ... Tailor, Cleaning and Pressing
Livingston Drug Company ... Drugs and Cold Drinks
Greer Mercantile Company ... General Merchandise
W. H. Stewart ... Garage
The Enterprise will allow 100 Votes on every Dollar's worth of Job Work Turned in by Contestants
A Tip on How to Win the Prize
RULES AND CONDITIONS GOVERNING THIS CONTEST
A WORD TO CANDIDATES
Additional Rules Governing the Contest
NOMINATION COUPON. Good for 5000 Votes
Address all Communications Concerning this Contest to the Enterprise, Livingston, Texas

Exhibit 9.

the enchantment of which the distance which separated me from it didn't add anything. I am glad the brother has liked the poor paragraphs which have been presented from month to month in this humble department of review, and, while during the past year circumstances have compelled me to be rather irregular, affairs are now being so shaped that I hope to be more regular in future, and trust that we shall hear often from the Enterprise and its successful publisher. The Enterprise itself is a five-column, all home printed quarto, and, believe me, it is exceptionally well printed, too. No less pleasing is the displayed work on this sheet, and the contents are right up to snuff. In exhibits 8, 9, 10 and 11 I am presenting four of the excellent advertisements from this paper, two of which were full page specimens. Brother West goes in strong for the local news—every page

ATTENTION
GINNERS!
Hereafter we will sell our gin machinery direct to the user instead of through dealers. Our representative in your territory is Mr. Thos. H. Munger, Post Office Box 117, Nacogdoches, Texas. If you are in the market for Ginning Machinery communicate with him or write to
Continental Gin Company
DALLAS, TEXAS
Manufacturers of Munger, Pratt, Winship Ginning Machinery

Exhibit 10.

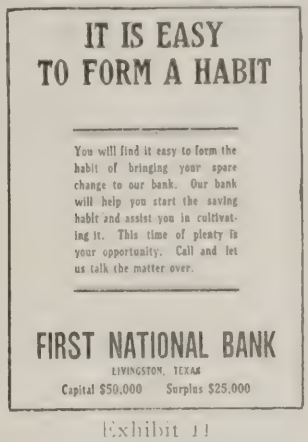

IT IS EASY TO FORM A HABIT
You will find it easy to form the habit of bringing your spare change to our bank. Our bank will help you start the saving habit and assist you in cultivating it. This time of plenty is your opportunity. Call and let us talk the matter over.
FIRST NATIONAL BANK
LIVINGSTON, TEXAS
Capital $50,000 Surplus $25,000

Exhibit 11

but one is well filled with it, and all put up in perfectly readable shape. The exception referred to is the editorial page proper, and it is a gem, the number before me being supplemented by the announcement of the purchase of a new Model 19 linotype, on which the editor is proffered my hearty congratulation. The great amount of straight matter being handled by the Enterprise each week certainly makes the acquisition of the Mergenthaler a necessity. There's just one point in which the Enterprise may be improved in its making and that's in the adoption of this department's ideal method of arranging the advertisements, as so often outlined in detail in these columns.

✧ ✧

A couple of copies of the Carrollton (Ills.) Patriot, that fine paper which Editor Herbert

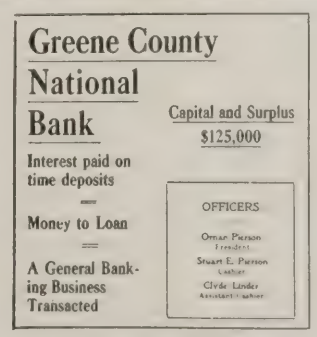



Exhibit 12.

of this magazine was inspired to praise so fluently in a recent number, lie before me, and I as sure you, dear reader, I can fully appreciate the emotion which moved Father Herbert's expression. I am going to satisfy myself at this time by reproducing a trio of the clean, tasty,

simplified ads in the Patriot. (Exhibits 12, 13, 14.)

✧ ✧

It was some special edition—that sixteen-page number of the Wayne County Press, issued on February 8th—just to accommodate the many "messages from Wayne's wanderers" —and it was impressed on pink paper, just to indicate at a glance, I presume, its special nature. The edition was well gotten up and many patronized it—but these ads would have looked much better if system had been employed in

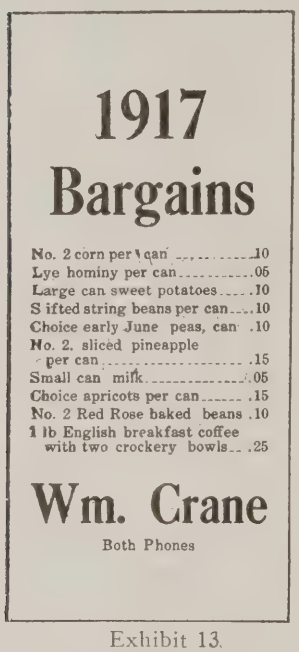

1917
Bargains
No. 2 corn per can .10
Lye hominy per can .05
Large can sweet potatoes .10
S ifted string beans per can .10
Choice early June peas, can .10
No. 2. sliced pineapple per can .15
Small can milk .05
Choice apricots per can .15
No. 2 Red Rose baked beans .10
1 lb English breakfast coffee with two crockery bowls .25
Wm. Crane
Both Phones

Exhibit 13.

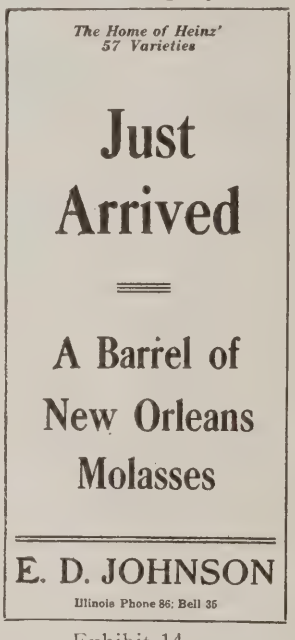



Exhibit 14.

their arrangement, instead of scattering them hither and thither thruout all portions of the pages.

✧ ✧

A brighter little home-town-booster can't be found than the Opheim (Montana) Observer—nor a more perfect sheet typographically and mechanically. It is a quarto, but only two pages—the front and back—are produced in the home shop. The front page shown here (exhibit 15) is not so pleasing as some I have seen on this same sheet, because usually I do not think it is the custom to run any displayed ads on the front page—but, at that, it is a very fine piece of work. The print secured on this publication is simply superlative and here in exhibit 16 is an advertisement which, aside from the rules which separate the head and tail from the body, which are a trifle too bold, is as good as they can be made.

✧ ✧

As intimated in the course of one of the foregoing reviews, my work in this department of the National Printer-Journalist has been sadly interrupted during the past year by circumstances quite beyond my control, but now it looks as if I am going to succeed in so shaping my affairs as to enable me to give more regular service. Hence, I cordially invite all my readers to contribute something worth while for consideration

THE OPHEIM OBSERVER

NORTH COUNTRY DID ITS HOLIDAY SHOPPING HERE

CONGRESS IS TAKING A HOLIDAY LAYOFF

The New Year

The year 1917 will be remembered in the annals of the North Country as the year in which this inland empire came into its own. The courageous pioneers, who, undaunted by the isolation and difficulties consequent upon living fifty miles from a railroad, have made the Northland and the city of Opheim what they are today, will in some measure be rewarded for their patience and persistence.

The year 1917 will be a big year for Opheim.

NO THREAT IN PEACE NOTE, SAYS LANSING

OPHEIM SCHOOL CHILDREN GIVE FINE PROGRAM

BRYAN MAKES GIFT TO TREASURE STATE

TELEPHONE LINE NOW A REALITY

Direct Communication Established With County Seat Saturday—Opheim to be Headquarters for Northland

FEW CHANGES IN WILSON CABINET

TWO MORE LOCAL MEN BENEDICTS

THE OPHEIM HOTEL

M. O. DUFFY, PROP.

The Best Place to Stay in the North Country

Board and Room $45 per month

Lodging 50c a night and up

Dining Room in Connection

BREAKFAST 6:30 TO 9:00 DINNER 11:30 TO 2:00

SUPPER 5:30 TO 8:00

The Headquarters for North Country Farmers

SKATING WILL BE A POPULAR PASTIME

Exhibit 15.

Good Printing
The kind of printing that pays dividends is the kind you should have. Pale, muddy, poorly arranged printed matter is worse than none. The quality of your business is often judged by the quality of your stationery —inferior printing gives an impression of cheapness that is hard to overcome, while good printing carries with it a desirable suggestion of quality
The Observer produces only Quality Printing. Whether you want an inexpensive handbill or a letterhead in four colors, if you order it from the Observer you will be sure of getting good work. We have the equipment and the "know how" that enables us to get out really good printing—printing that impresses people with the good taste of its users. That is the only kind of printing that pays.
The Observer

Exhibit 16.

herein. Let me hear from time to time from all the old friends, as well as from many new ones, and I shall exert my best ability toward making these columns as interesting and instructing as possible.

# AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

*Gleaned from Many Sources with Thanks for Benefit of Journalistic Organizations and Newspaper Makers.*

### North Dakota Publishers Meet

The annual meeting of the North Dakota Press Association was held in Bismarch Friday and Saturday, February 2 and 3, but the attendance was very light, owing to the severe storms which have interrupted railroad travel in many parts of the state. An excellent program was carried out.

The new officers elected were George A. Montieth, Finley Beacon, president; M. I. Forkner, Langdon Democrat, first vice president; E. L. Peterson, Dickinson Press, second vice president; J. H. McGarry, Alexander Chronicle, third vice president; D. R. Carlson, Towner News Tribune, secretary; Edward Sullivan, New Salem Journal, treasurer; R. J. Hughes Wahpeton Globe Gazette, H. P. Knappen, Bismarch Palladium and W. B. McLaughlin, Kenmare Journal, executive committee.

The mid-summer meeting of the association will be held at Dickinson and the next annual meeting at Grand Forks.

### McPherson County, Kansas, Organizes

The McPherson County Editorial Association was recently organized at McPherson, Kansas, with I. K. Fretze as president; P. F. Toews, secretary; I. K. Fretze, W. Knaus, A. Dick and Carl O. Lincoln, members of the constiutional committee. The association will hold quarterly meetings.

### Utah State Elects Officers

I. E. Diehl has been elected president of the Utah State Press association. J. H. Wallis is vice-president and R. T. Porter is secretary-treasurer.

### Iowa Editors Hold Big Meeting

Nearly 300 papers were represented with about 600 editors, their wives and printers and others in attendance at the second annual meeting of the Iowa Press Association held at Des Moines, February 8-10. The Association voted to meet in Des Moines again next year.

S. G. Goldthwaite of the Boone News-Republican was elected president to succeed Paul S. Junkin. The other officers elected were: Vice-president, W. P. Wortman, Malvern Leader; recording secretary, O. E. Hull, Leon Reporter, who has held the office since the organization of the Association; treasurer, E. J. Fueling, New Hampton Tribune, who succeeds E. E. Johnston of the Iowa City Citizen, and director for the three-year term, J. C. Gillespie, Le Mars Sentinel. The holdover members of the board are: J. F. D. Aue, Des Moines Register and Tribune, and C. H. J. Mitchell, Storm Lake Pilot-Tribune.

One of the features of the meeting that created considerable interest was the front page make-up contest. The prize was a silver cup given by the Des Moines Register and Tribue. The State Center Enterprise, published by F. W. Backman, head of the department of agricultural journalism at Iowa State College at Ames, was awarded the cup for first place. The committee on awards announced that the class of papers exhibited this year was of a much higher degree of excellence than any exhibit shown before, and that there was but little difference among the first seven selected. The others to whom prizes were awarded were placed in the following order: Second, Fairfield Leader; third, Carroll Times; fourth, New Hampton Tribune; fifth, Hardin County Ledger; sixth Eldora Herald, and seventh, Le Mare Globe-Post.

A talk on "Foreign Advertising from the Agency Standpoint," by Paul E. Faust, of the Mallary, Mitchell and Faust Agency, of Chicago was one of the interesting features of the program. "The Newspaper Short Course" was the subject of the address delivered by Prof. F. W. Beckman, of the department of journalism of the Iowa State College. "Mutual Insurance for Printers" and "Commissions to Advertisers and Agencies" were the subjects assigned to K. Neutson, of Mason City, and Senator E. M. Smith.

At the annual banquet on Thursday evening the speakers were George Ade, H. C. Hotaling, of the National Editorial Association; Verne Marshall, and others.

Friday morning subjects for discussion were "System in the Front Office" and "Coöperation with the Merchant." The speakers were H. M. Harwood, of the Rockwell City Advocate, and H. G. Larimer, of Chariton. Several round-table discussions of clubs and county organizations were held. Friday afternoon the delegates heard addresses on "Free Stuff," by C. M. Marvin, of the Shenandoah Sentinel; "Reminiscences of a Printer-Editor," by A. W. Peterson, of the Waterloo Courier; "The National Editorial Association," by Vice-President H. C. Hotaling, of Mapleton, Minn., and "The Print Paper situation," by E. J. Feuling, of the New Hampton Tribune, and W. G. Ray, of the Grinnell Herald.

The ladies who accompanied the delegates were on Thursday afternoon entertained at a matinee performance at a local theatre, as guests of the Chamber of Commerce. On Friday afternoon they were received by Gov. and Mrs. W. L. Harding at the State Capitol.

The convention was brought to a close with a reception and musicale at Drake University.

### Louisiana Editors to Meet

The Louisiana Press Association will hold its thirty-eighth annual meeting at Alexandria on April 23, 24 and 25.

An attractive business, literary and social program has been prepared and the people of Alexandria promise that the visiting editors will be heartily and royally entertained. Alexandria is located in almost the exact center of Louisiana and Mrs. J. Vol Brock, the President, is looking for an unusually large attendance at the meeting this year.

### Central Wisconsin Editors Meet

The following was the program for the third annual winter meeting of the Central Wisconsin Press Association, which was held at Merrilan Friday, February 23:

Address of welcome—C. J. Johnson, Merrillan Leader.

Response—Vice-President George E. Crothers, Neillsville Republican-Press.

Annual address—President Merlin Hull, Black River Falls Journal.

"The Value of County Organization"—D. F. Burnham, Waupaca Republican-Post.

"The Value of Coöperation"—E. G. Herrell, Augusta Times.

Discussion of plans for summer meeting.

Election of officers.

Banquet at Hotel Campbell, 7. P. M., followed by postprandial and evening session.

Address, "A Constructive Policy for the Weekly Newspaper"—Prof. W. G. Bleyer, School of Journalism, University of Wisconsin.

Toasts and responses by representatives from each county.

### Indiana Democratic Association Meets

At its meeting in Indianapolis on February 8, the Indiana Democratic Editoral Association elected Henry B. Wilson of Delphi, president; G. H. Hazen of Boonville, first vice-president; George L. Saunders of Bluffton, second vice-president; E. W. Pickardt of Huntingburg, secretary, and William L. Slinkard of Bloomfield, treasurer.

The executive committee includes a member from each Congressional district of the state, as follows:

First district, Howard Roosa, Evansville; Second George R. Griffen, Spencer; Third, Lew O'Bannon, Corydon; Fourth, A. N. Crecraft, Franklin; Fifth, Charles J. Arnold, Greencastle; Sixth, Walter S. Chambers, Newcastle; Seventh, Bert Hendren, Indianapolis; Eighth, John Heller, Decatur; Ninth, J. O. Behymer, Tipton; Tenth, E. J. Stembach, Kentland; Eleventh, E. E. Cox, Hartford City; Twelfth, Lew G. Ellingham, Ft. Wayne; Thirteenth, John B. Faulkner, Michigan City.

It was decided that the midsummer meeting be held in Indianapolis.

### Indiana Republican Editorial Association Elects New Officers

The following officers were elected at a meeting of the Indiana Republican Editorial Association held in Indianapolis, February 9: President, Harry J. Martin of Martinsville; vice-president, Charles J. Robb, Michigan City; secretary, Frank Self, Corydon; treasurer, Jesse Green, Ft. Wayne.

A resolution was adopted part of which read: "We declare our undivided allegiance to our national government in all that it is doing and may do for the maintenance of American rights, the preservation of American life and the protection of the American flag."

The resolution also included a recommendation "That in view of the unprecendented high price of paper and other costs of production, we urge the constituent papers of this organization to increase the prices of advertising and subscription to the point where the business be placed upon a safe and sound basis."

### Canadian Press to Meet

The annual meeting of the Canadian Press Association will be held in Toronto on June 14 and 15, in the Central Technical School and arrangements for general and sectional meetings will be the same as last year. A ballot was taken regarding place of meeting, members being invited to vote on Winnipeg, Halifax and Toronto. The result was virtually a tie. As railway service has been considerably curtailed, owing to congestion of freight, it was deemed advisable to schedule the meeting for Toronto, as being the most central point. It was provided, however, that as soon after the war as possible, a meeting be held in Winnipeg, followed by one in Halifax.

The schedule for annual meetings of the western division of the Canadian Press Association is now complete. The Manitoba Division meets in Winnipeg on March 2; the British Columbia and Yukon Division in Victoria, March 12 and 13; the Alberta Division, in two sections, one in Edmonton on March 22 and the other in Calgary on March 23; the Saskatchewan Division in Regina on March 30.

### Virginia Press Association Holds Annual Meeting

The annual meeting of the Virginia Press Association was held at the University of Virginia, Charlottsville, Thursday and Friday, February 8th and 9th. Representatives of thirty Virginia dailies attended the business meeting Friday to organize a Virginia Daily Association.

A reception for the guests was held Thursday night at the Colonnade Club. On Friday a luncheon was given by the University at the University Commons and the Charlottesville Chamber of Commerce gave a banquet in the name of the city that night.

The following was the program, in part:

Thursday, February 8—"The Newspaper Conference," President E. G. Moseley, of the Virginia Press Association, Danville.

"Editorials for Progressive Virginia," Walter E. Addi son, the News, Lynchburg.

"Problems of Small City Dailies," W. S. Copeland, the Press, Newport News.

"Reaching the Woman Reader," Miss Cally Ryland, the News-Leader, Richmond.

"The Profession of Journalism," Prof. Leon Whipple, School of Journalism, University.

"The Weekly and Community Service," R. A. Anderson, the News, Marion.

The Country Editor's New Opportunity," Clarence Poe, the Progressive Farmer, Raleigh, N. C.

"Cost Systems for Weeklies," Will M. Hundley, the Journal, Alta Vista.

Friday, February 9, 9:30 A. M.—the Newspaper Business:

"Making the Weekly Pay," John T. Daniel, the Northampton Times, Cape Charles.

"The Print Paper Problem," L. N. Palmer, secretary, American Newspaper Publishers Association, New York; W. W. Weaver, the Sun, Durham, N. C.; Frank P. Glass, the News, Birmingham, Ala.

"Scientific Advertising," Stuart Olivier, the News, Baltimore.

"Advertising and Agencies," Walter H. Savory, the Mergenthaler Co., New York.

3 P. M.—Open forum:

Business meeting (a) Virginia Press Association; (b) "An Association of Dailies," J. L. Horne, the Telegram, Rocky Mount, N. C.

In relating the "Problems of the Small City Dailies" Col. W. S. Copeland of the Newport News-Press and Times-Herald, emphasized that competition was one of the worst problems, and suggested consolidation as the proper means of clearing the field, urging that all papers be fair with their readers and advertisers. Col. Copeland related an experience which his newspaper plant has undergone. The building housing the enterprise became too small for it and plans for an addition to cost $3,000 were discussed. In dropped a "survey man," who agreed to make a satisfactory survey of the entire business for $200 a week, stating that it would take two weeks to complete the job. The price looked

high, but he was engaged, with the surprising result that the linotype machines were changed about, the steam tables changed, and other moves made in the mechancial department which gave ample room. Then, downstairs changes were made in the placing of business-office equipment, and every department of the paper was surveyed, with the final result that the plans for the enlargement were discarded and every department now has ample room. Col. Copeland suggested that the smaller newspapers of Virginia engage an expert to make a survey of their plants, and said that, in the end, it would be a money-saver for them.

### Franklin Country, Iowa, Publishers Discuss Problems

Problems confronting the country newspapers and the methods of solving them were discussed at the mid-winter meeting of the Franklin (Ia.) Country Press Association held at Cedar Rapids recently.

The organization is composed of the publishers and editors of country newspapers in Linu, Benton, Jones, Buchanan, Delaware, Johnson, Cedar and Iowa counties.

Those present at the meeting were: President C. O. Barry of the Walker News, Vice-President N. F. Purcell of the Mechanicsville Pioneer-Press, Secretary-TreasurerW. M. Crosier of the Coggon Monitor, H. L. Rann of the Manchester Press, Mr. and Mrs. Lloyd McCutcheon of the Mount Vernon Record, Mr. and Mrs. W. S. Bealis of the Hopkinton Leader, Mr. and Mrs. E. S. Weatherbee of the Central City News-Letter, O. C. Burrows of the Belle Plain Union, W. F. Stahl of the Lisbon Herald, A. J. Davisson of the Lamont Leader, L. Gardner of the Anamosa Eureka, David Brant and A. W. Brant of the Iowa City Republican, J. F. Taylor of the Center Point Independent, C. J. Cash of the Anamosa Journal, V. W. Carris of the Springville New Era and E. K. Allen of the Vinton Review.

The principal speaker was William W. Loomis of La Grange, Ill., president of the Citizen Publishing Company, publisher of twenty weeklies in Cook County, Ill. His topic was "The Newspaper."

"The position of a country newspaper is determined by the mental attitude of the publisher," said Mr. Loomis. "Editors of country newspapers must not think that the profits they get out of the business can be represented in the satisfaction of knowing that they have served the public. That will not buy bread and butter. They must realize that they as well as others have a right to live and are entitled to a legitimate profit from their work."

N. F. Purcell of Mechanicsville spoke on "Coöperation Among Country Newspapers." He made a plea for uniform rates.

"This will do away with all price cutting and will guarantee to all a profit, something to which every one is entitled," he said.

Other speakers and their subjects were: "Leaks and How to Stop Them," O. C. Burrows of Belle Plaine; "Proposed Legislation, Including National and State Laws," W. S. Beals of Hopkinton, and "The Subscription Business" by David Brant of Iowa City.

### Colorado Editors Meet at Denver

At the winter meeting of the Colorado Editorial Association, held at the Albany Hotel, Denver, January 22, David Elliot, editor of the Daily Telegraph at Colorado Springs, was elected president for the year, and J. A. Barclay, editor of the Daily News at Grand Junction, vice-president. Alva Swain of the Pueblo Chieftain was re-elected secretary and treasurer.

The high price of printing paper and the establishment of a uniform charge for job printing absorbed much of the time of the meeting. It was largely attended, delegates from all parts of the state being present. Papers were read by Roy Ray, publisher of the Poudre Valley at Windsor, Colo., retiring president; S. A. Crary of the Daily News at Lamar, Colo.; Alfred Isham of the Blade at Brighton, Colo.; George F. Hosmer, a former newspaper man and collector of customs at Denver, and Guy U. Hardy of the Daily Record at Canon City.

In the evening the Association entertained Governor Gunter, Chief Justice White, state officers and members of the legislature at its annual banquet.

On Tuesday the editors attended the Denver stock show and the horse show in the evening.

Mr. Swain, the Secretary, recommended the establishment of a permanent bureau at Denver. Since his election five years ago, the membership of the Association has grown from a membership of 85 to 341.

George E. Hosmer, as a member of the Committee on National work, made an exhaustive report on the print paper situation.

At its close he was thanked for his work and requested to continue the work along the same lines that had been followed during the past year.

He also reported on the bills that are pending before Congress and which have as their object the betterment of the newspaper situation.

At the close of his report he was continued on the National Legislative Committee and was instructed to continue along the lines he has followed during the past year.

### Ohio, Buckeye Press Association holds Mid-Winter Meeting

The twenty-first annual mid-winter session of the Buckeye Press Association, the oldest newspaper men's organization in Ohio, were held in Marion last week. President W. J. Mortal, editor Somerset Press, was in charge of the meeting. A busy two day program was carried out.

The following officers wede elected for the ensuing year: President, T. H. Tipton, Williamsport News; vice-president, P. W. Cochran, Spencerville Journal-News; corresponding secretary, C. C. Myers, Rising Sun Unique Weekly; financial secretary, H. C. Parsons, Chardon Republican, tereasurer, H. B. McConnell, Cadiz Republican.

E. B. Yale of the Waynesfield Chronicle won first prize for the best copy of a clothing ad, two columns wide, ten inches deep, submitted by any member in ten minutes of preparation. L. F. Gehres of the Waverly Republican-Herald ran second, taking the other prize.

Raising the weekly paper subscription price from $1 to $1.50 even at the loss of some subscribers was indorsed. A committee of S. F. Smith, Pomeroy Press; A D. Robinson, Ravenna Republican, and E. Benjamin Yale, Waynesfield Chronicle, was appointed by President Mortal to present facts of increased paper production lycost to all country editors asking them to join in universally raising subscriptions to $1.50 a year.

The action came after a dozen editors had told of their experiences in asking more for their papers. George H. Speck, editor of the Pemberville Leader, who on Jan. adopted the one dollar and fifty cent rate, declared it was "easier to raise a subscription rate than to raise a baby."

Carl A. Jettinger, Delphos Herald, led in a discussion of job printing prices. He was followed by George H. Speck, Pemberville Leader, who opened a general discussion of subscription prices and the advisability of raising the old prices. "Shop talk" was in charge of E. Benjamin Yale, Waynesfield Chronicle.

The greatest opportunity to the young man about to enter the newspaper profession is the country field, Joseph S. Myers of the department of journalism, Ohio State University, told the editors.

S. F. Smith, editor of the Pomeroy Leader, discussed problems of getting and keeping foreign advertising. "Four things are essential," he said, "circulation, typographical appearance, editorial attractiveness and a moral tone . With those qualifications, the foreign advertiser can be secured and held." A strict rule for adhering to advertising rates was advocated.

C. B. Huntress, secretary of the Marion Chamber of Commerce, spoke to the editors in behalf of Marion. "Newspapers will find it pays them to coöperate rigidly with commercial organizations for the town's benefit," he said. "Every newspaper should work for a farm agent in its county."

Among those present were: W. J. Mortal, Somerset Press; S. F. Smith, Pomeroy Leader; E. B. Yale, Waynesfield Chronicle; A. D. Robinson, Ravenna Republican; G. M. Kinder, Lewisburg Leader; George R. Kinder and wife, Rockford Press; J. W. Johnson and wife, Circleville Democrat and Watchman; T. H. Tipton and wife, Williamsport News; J. A. Ely, American Press Association; William A. Duboc, American Type Founders Company; H C. Hanna, Central Ohio Paper Company; L. F. Gehres, Waverly Republican Herald; James F. Gaskins, Sabina News Record; George H. Speck, Pembersville Leader: C. S. Speck, Pembersville Leader; E. W. Maurer, BradnerAdvocate; J. A. Alexander, Forest Review-Advertiser; H. C. Parsons, Chardon Republican; J. W. Dunlap, Lodi Review; W. R. Conaway, Cardington Independent; C. C. Meyers and wife, Rising Sun Unique Weekly; H. E. Griffith, Mount Gilead Sentinel; C. E. Beebe, Mount Gilead Register; A. D. Schaufelberger, Hicksville News; C. A. Jettinger, Delphos Herald; F. C. Poppleton, Monitor Prospect; H. B. McConnell, Cadiz Republican; Mrs. Olive B. Mackan, Plain City Advocate; Guy E. Newark, Barnhart Bros & Spindler;C. E. Bryan and wife, London Democrat; R. K. Shaw, London Times; J. M. Williams, Mount Sterling Tribune; J. T. Darling, Mount Blanchard Journal; H. C. Ramsdell, Sycamore Leader; Miss Georgia Hamilton, Wooster News; F. M. McCay, Logan Journal Gazette; P. W. Cochran, Spencerville Journal News; H. R. Yale, Waynsfield Chronicle; H. D. Meister, Wauseon Expositor; A. H. Prine, London Democrat; C. W. McIntosh, West Alevandria Echo; J. E. Torbert, McConnelsville Democrat; J. W. C. Perry, Chillicothe Gazette; W. W. Coward, Weston Herald; R. B. Harris, Arcanum Times; F. M. Kettler, Salem; Miss Anna Russell, Butler Ties; E. W. Hayden, Cleveland; W. Scott, Cleveland.

### Western Iowans Meet

A meeting of the Western Iowa Editorial Association was held in the Library building at Council Bluffs on Friday, March 2. The following program was carried out:

"Experience in Sticking," Earl C. Bundy, Carroll Times.

"What Are You Doing to Meet the High Cost of Production?"—(a) advertising, E. P. Harrison, Oak and Aconr; (b) job printing, W. C. McClintock, Tabor Beacon; (c) subscriptions, W. C. Campbell, Harlan Tribune.

"The Stop at Expiration Plan," W. P. Wortman, Malvern Leader.

"Fitting Your Paper to Its Field," R. V. Lucas, Shenandoah World.

## SPECIAL EDITION OFFICES TO ORGANIZE

A movement is on foot to organize all special edition offices into a protective association. The objects of the proposed organization will be to advance the interests of the special edition work, inaugurate a uniform system in the transaction of business, purge the ranks of the crooks that infest the country and operate under the guise of special edition promoters; and in every way elevate the special edition business.

Mr. Ralph C. Clyde of Portland, Oregon, who is taking the initiative to form the new organization, says, "I have been engaged in the special number work for a number of years and have keenly felt the need of an organization similar to that of publishers, advertising men, printers, circulation managers and others engaged in printing and advertising. I have taken the matter up with Wilmot & Co. of New York, Lee Kinney of New York, John B. Gallagher Co. of Chicago, The Jones-Briggs Co. of Memphis, Tenn., James Kelch of Detroit, Glen & Turner of Seattle, M. M. March of New York, and H. A. Schmidt of St. Louis, and others, and have received favorable responses. I feel assured that the organization will fill a long felt want and will bring about more satisfactory relations with publishers when they realize that the Association stands for strict business integrity and that they can repose confidence when dealing with our members. I shall be glad to hear from other special edition offices who are interested. I have not the addresses of all, and solicit communications relative to the proposed organization."

## McGRAW AND HILL PUBLISHING COMPANIES CONSOLIDATE

The McGraw Publishing Company, Inc., and the Hill Publishing Company, New York, have been consolidated as the McGraw-Hill Publishing Company Inc. The new company acquires all the properties and interests of the two constituents, including the following journals:

Electrical World, Electrical Railway Journal, Eelectrical Merchandising, Engineering Record, Metallurgical and Chemical Engineering, The Contractor, American Machinist, Power, Engineering News, Engineering and Mining Journal, and Coal Age.

Two of these papers, Engineering News and Engineering Record will be consolidated under the name, Engineering News-Record, with Mr. Charles Whiting Baker, now editor of Engineering News, as editor-in-chief.

Mr. James H. McGraw will be president of the new company, Mr. Arthur J. Baldwin (now president of the Hill Publishing Company) vice-president and treasurer and Mr. E. J. Mehren, vice-president and general manager.

There has been a big increase in the sale of the Standard Price List of the United Typothetae and Franklin Clubs of America, with the past few weeks. It is evident that printers thruout the country realize the increasing value of this book and deem it advisable that their salesmen have in their possession at all times, for ready reference, this compilation of selling prices of printing. The abridged edition of the Standard List has also come into greater general use. While this smaller edition does not contain the vast amount of information in the larger book, it is nevertheless proving of great assistance to printers doing mostly a job work business. The schedules in this book cover the scales of prices for small commercial work.

## "TAKING TRADE PAPERS FOR THE BOYS"

It is worth while to get employes interested in the business and in every part of every business in which they are employed. Bosses very frequently need trade papers much more than they are needed by the employes. These boys are apt to be interested only in papers devoted to the different lines of work along which their work lies and these should be provided in some way, tho the enterprising workman will generally supply himself with such publications. It is natural that the type compositor will want a paper or papers devoted to typography, and so on, but typography is only one part of the printing or publishing business.

The printer or publisher who takes trade papers only for his workmen does well, perhaps, by them but not by his whole business. Too many expect the boys to run the concern while they do the ornamental part. There is more loss thru the lack of knowledge, application and thoroness on the part of the "bosses" than otherwise. Too many forget Poor Richard's admonition, "Keep your shop and your shop will keep you." Franklin never meant merely to remain in the shop will "keep" anyone. It means care, supervision, direction, provision of all that is needed. To this end one must know and must constantly be increasing in knowledge. What was acquired years ago will not answer for the present. He who stays in his office and lets the boys run the establishment, with their duties in the mechanical or other departments, is likely very soon to have the sheriff or a receiver as an assistant. The head of the establishment must know all about new appliances and machinery; about costs in his establishment and how they are being ascertained; all about efficiency and the maintaining of the same; about new methods of salesmanship; about credits and discounts; about customers and their wants and how to handle or meet them, and how to supply the customer's needs and demands, with profit to both the customer and the office.

Never say that you take a paper merely for the boys. Take the paper for the benefit of the business for which you are responsible, read yourself and direct the attention of the boys to those things that are essential for their study and understanding. Show them what the business can afford in the way of additions and improvements and how the knowledge contained in the trade journals can be used for their own improvement and for the good of the business. Do not let the boys have reason to believe that you are indifferent to, or lacking in an understanding of, any part of the business, or to any possible progress or betterment that can be made. Do not give the boys any cause to think that you are camping on the job, but rather that you are up to the very best, most expert, efficient and successful men in the business. If you are not interested in the trade papers, you need not expect that your employes will be so interested. Read, that you may understand, and then help and inspire your employes to intelligent, interested reading and study.

We are willing, at any time, if any intelligent editor, publisher or printer will carefully read and study a single number of the National Printer-Journalist with a view to using the knowledge contained therein and will then apply that knowledge, and then will say that such one number of the paper has not been worth ten dollars to him, to send the paper free for a year, or until he has got ten dollars of real value out of the publication. We all complain about business when the fault is all our own. There is an abundance of knowledge within the reach of everyone. The only trouble is that we are too conceited, self-opinionated, lazy or indifferent to acquire knowledge or to use it after it is acquired.

* * *

## "THE INTERTYPE BOOK"

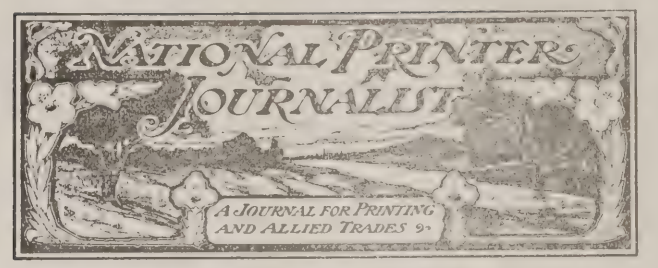
The Intertype Corporation has issued, from its general offices in Brooklyn, a new descriptive catalog of great excellence and typographic beauty. The pages are printed in colors and are profusely illustrated. The complete machines and all the working parts are shown. Views of the factory and all the different departments afford excellent ideas of the extent and the completeness of the establishment and the systematic and perfect arrangments for carrying on the work of construction.

The illustrations and descriptions of the machinery and of the different parts give full, complete and pleasing information as to design and use. Ornamental plates in colors illustrate the progress of the "art preservative of arts" from the engraving on stone pillars in Egypt to modern machine composition. It is a work of art and of valuable information.

Publishers and employing printers can secure a copy of the "Intertype Book" by addressing the Intertype Corporation, Terminal Building, Brooklyn, N. Y., or any of its United States agencies.

## OUT OF DATE

The editor of the Ada, Oklahoma, News, remarking on a war between a couple of home newspapers at Tulsa, in that state, stated: "Such seventeenth century newspaper methods do not help the town enough that you could tell it. A good idea would be for the chamber of commerce of Tulsa to call both combatants onto the carpet and lay the law down to them. A newspaper row never did help a town, and, besides, they are out of date."

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CHICAGO ILLINOIS MARCH 1917

It is now stated that a five year curriculum will be established next year at the Pulitzer School of Journalism of Columbia University. In 1884, when the editor of this journal first advocated schools and departments of journalism, it was questioned whether such schools could be of any use and tho, in 1886, the adoption of a resolution favoring the founding such schools, or departments was secured, at the Convention of the National Editorial Association in Cincinnati, the plan was looked upon with doubt and encountered some ridicule. Now, not only is journalism taught in eighty different institutions of learning of highest standing, collages and universities, but four years is being found too short a period in which to impart all the useful information and to secure the training required. In a special bulletin announcing the lengthening of the term, it is stated:

"Only exceptionally qualified students can hope to complete the course in four years.

"At the end of the academic year, 1917-1918, the course in journalism will be extended from four years to five years. The more purely professional training will be concentrated in the last three years: the fundamental training in English, history, economics, foreign language, natural science and the like will be extended and will occupy the whole of the first two years. These two years will be given under the educational control of the college faculty."

It is not strange, after all, that a calling which must deal with all the affairs and interests of men in all callings of life, and with life in all its phases, should require somewhat longer to prepare for meeting all its requirements than do the callings that have to do only with single or separate incidents of life, like law or medicine.

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In his address, on "The Waning Influence of the Country Press in State Affairs," delivered before the Minnesota Editorial Association and publisher in this issue of the National Printer-Journalist" as the leading article for the month, Mr. Elmer E. Adams presents, in a strong and novel manner, the not very frequently discussed subject of the value of editorials and editorial opinion in giving influence, individuality and character to home newspapers. The first and important mission of the newspaper is to give the news, and all the real news, "that is fit to print," in a clear, graphic, informing manner—truthfully, pointedly and with as much brevity as the proper presentation of the events related will permit while satisfying the demand to know and retaining human interest. The editors of fifty years ago magnified the province of the editorial and minimized the news. Modern newspaper readers want the facts but they also want their interpretation and point. They do not want and will not read lengthy essays but still they desire the opinions of the editor, given with force and consideration, from his broader viewpoint and with his supposedly greater patience, time and opportunity for full consideration. Readers like an editor with clear views and conscientious convictions. They like the instruction, helpfulness and inspiration of an editorial page

Men are expected to improve their opportunities and meet their obligations. The opportunity afforded by the newspaper to be useful, thru editorial investigation, consideration and the expression of well-matured opinions, make the editorials a duty. The Hearst papers owe a very large share of success to the editorial writings of Arthur Brisbane on live topics that touch everyday life. The editor should be awake to all local and state interests and should endeavor to advance all that is worthy and desirable thru editorials that are conscientious and enlightening. If honest, the editor will win respect and influence even among readers who may largely disagree with him The people, who come to believe in, and labor for the promotion of the causes or instiutions that the editor advocates, will become his admirers, friends and enthusiastic supporters. An editor cannot wisely be a dumb neutral in the affairs of life. He must have ideas and the power to clearly and convincingly express them. He must have convictions with the honesty and bravery to promulgate, to advocate and to stand back of them.

Professor Willard G. Bleyer, of the School of Journalism at the University of Wisconsin, has, recently, well said: "Editorials in a newspaper should bring the current State and National issues into closer relation to the home and business interests of the readers. They should also help the farmer and the man in the town to see his relation to the important questions of the State and Nation." Besides this, the editorials should help in the solving the questions of every day life, of the farm and the shop; of the needed improvements for better conditions in the home, the community, the county and the State; better morals and government and greater security; for better schools. better sanitation; better roads; better buildings; better and more pleasing surroundings; better cultivation of fields; better grains, grasses, dairy products and stock. The field for editorial usefulness is unlimited.

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Newspaper editors and publishers have made excellent records as governors of states. There is a reason. Thru their duties, newspaper men become widely informed as to all public affairs, public interests and public institutions. They are brought into close contact with the people and come to understand their wishes and wants and to give full and proper regard to the same. To guard and to defend public rights and to promote public welfare have become as much a part of the work of the worthy editor, as are the gathering and publishing of news—truthful information without fear or favor. Editors must be conversant with public men and public measures, and the requirements and obligations of their work make them thoro, careful, considerate, open-minded, democratic, industrious, and sure as to details, and just with all. Along these lines are found the standing, influ-

ence and permanent successes of their newspapers that are, in an important sense, public institutions, open to criticism and relied upon by all.

In view of all these facts, we are not surprised to learn that so good a man as Hon. Edward Albright, editor of the Sumner County News, of Gallatin, Tennessee, is being urged for governor of that state.

The Lewisburg, Tenn., Gazette, of recent date, first referring to the importance and the good omen to the people of giving their attention, at even this early day, to the choosing of the next governor, continued as follows:

"We believe that the man who is to preside over the destinies of the state should have every qualification as to statesmanship, and in this connection the Gazette would name Hon. Edward Albright, editor of the Sumner County News, of Gallatin, as the man measuring up to every requirement of the office.

"Mr. Albright is a man of brilliant attainments, a student of affairs, and is thoroly familiar with all problems of state. In the prime of life, free from all entangling alliances, honest, courageous and faithful, he would make an excellent governor of Tennessee. Possessed of those qualities that make him attractive among people born with a purpose and having been prepared to perform duties that are required of men in authority, he would come to the great office of chief executive of Tennessee with an equipment second to none.

"He is president of the Tennessee Press Association, a member of the Middle Tennessee Editor League, and a member of the board of directors of the National Editorial Association, and in all these positions he has rendered a great service to the organizations, and thru them to the public. He is progressive, a Democrat who believes in his party and party pledges, loyal to every trust, of a strong personality and with a character that is unassailable, he is just the man for governor of Tennessee, and we feel that we are performing a patriotic service in suggesting him at this time. Why not make Edward Albright the next governor of Tennessee?"

Other papers of the state speak in like commendatory terms, the Murfreesboro Home Journal saying, among other things that show what kind of men the Tennessee newspapers desire for governor:

"Mr. Albright is a clean, honest man and has other endowments that make him fitting timber for governor of Tennessee."

Mr. Albright is sure to receive like and multiplied commendation, not only by the press of Tennessee, but by his newspaper friends throughout the Union among the members of the National Editorial Association.

## "FREE STUFF"

### A Piece of Humorous Sarcasm That is Instructive Withal

"Free Stuff" was the subject of an excellent address read before the Iowa Press Association at its recent meeting in Des Moines by C. N. Marvin of the Sentinel-Post, Shenandoah, Ia. In part Mr. Marvin said:

"Oh, wouldn't it bring a grand and glorious feeling to the newspaper man who has been the victim of 'Adolph the butcher boy' free space grafter, for, lo, these many years, if he could play the part of 'Bobby Make-Believe' for a little while and work the other fellow for goods and service without money and without price!

"Just think of writing to the several colleges of the state and neighboring states and saying that our children will be released to them for free tuition, free board and free books on and after their eighteenth birthdays!

"Or writing to the automobile manufacturers of the country and stating that the services of our chauffeur will be released to them immediately to take charge of a fine new touring car if they will kindly send one around to our garage, charges, prepaid!

"We could write to Sears, Roebuck & Company and say that we are in need of a complete house furnishing outfit, and the opportunity is fine for the company to make a display of their goods in our home and if the sample proves satisfactory to us probably some of our neighbors will buy of them.

"Just think of the local advantages of such a system! We could send carbon copy notes to the several shoe merchants in town saying to each one that it would help his business very materially to donate a nice pair of shoes to each member of our family and if they give good service we may buy something of him next year.

"Or we could step airily into a grocery store and buy a box of crackers and ask the grocer to send up a dollar's worth of sugar free or into a clothing store and buy a box of collars and suggest to the dealer that as a mark of good will he throw in an overcoat.

"With the money thus saved we could establish a free service bureau with a high salaried, skillful writer in charge, whose sole duty it would be to work all the easy marks of the country for free goods and free service of every kind. He could prepare a mail list of said easy marks and send them daily or weekly requests for donations, all such requests for donations, properly disguised as favors to the persons addressed and with release dates prominently displayed, or the explanation made to each one that the request was not duplicated to any other easy mark in that county. The motto of this bureau should be to buy nothing that by any possibility can be secured free.

"Sounds absurd, doesn't it?

"Yet this is exactly the system the space grafters are using on us. We are the easy marks. The only stock we have to sell is the space in our newspapers. It is our chief means of defense against bankruptcy. Yet we give it away lavishly. No; that is not the the correct statement. We permit space grafters to appropriate it to their own use.

### Newspaper Game an Exception

"In every kind of business under the sun, except the newspaper business, when a purchase is made and the money paid it is considered that the deal is closed and that both parties to the transaction have profited thereby. One has received the worth of his money, and the other has received what his goods were worth, and both are satisfied. But not so in the newspaper game. The customer who buys space of us expects us to sell $5 worth of space for $2, pay a commission of fifteen per cent and five per cent discount for cash in thirty days, give a ten dollar free writeup for nothing and then consider ourselves under obligation to him for the balance of our natural lives.

"It is obvious that if no newspaper would accept a trade deal under any circumstances advertisers generally would soon cease to make such offers and would set aside sums for cash advertising and all of us would get a chance at the real money.

"The only possible conclusion that we can draw from this experience is that many publishers do permit the advertisers to jew them down on rates. If all papers would adopt the motto, 'Stick, Brother, Stick!" we could all get more profitable business.

"This agitation and discussion of 'free stuff' will be of no avail unless we can secure the co-operation of nearly all the papers in a refusal to be worked.

"As long as ten per cent of the papers are content to remain easy marks, so long will the free space grafter continue in business."

# Minnesota Editors Hold Business Session

**President Wheelock Delivers an Able and Practical Address—Other Speakers Heard and Important Business Transacted. Advertising and a Field Secretary for the Association Principal Topics Discussed. Past President J. C. Morrison, of Morris (Minnesota) Tribune, Makes Able Report. President Courtland Smith of American Press Association, New York, Tells of the Great Advertising Value of Home Newspapers and Scores Price Cutters. G. L. Caswell, Field Secretary of the Iowa Press Association, Outlines the Successful Workings of His Office and the Benefits of a Central Burea. Past-President B. B. Herbert, Founder of the National Printer-Journalist, Congratulated the Association on the Success and High Standing of Minnesota Editorial Association and spoke of the Improvements in Business Methods.**

AFTER attending the sessions of the First Newspaper Week, or Short Course in Newspaper-making at the University of Minnesota School of Journalism, for four days, the members of the Minnesota Editorial Association went into session at St. Paul, Minn., for the Fifty-first Annual Convention, on Friday morning, February 16. Following addresses by the Mayor, and by representatives of the press and of civic societies of St. Paul and responses on the part of the Association, President Wheelock of Wheelock's Weekly, of Fergus Falls, delivered his annual address as follows, speaking on "Progress Made by the Organization and Practical Methods for Greater and More Useful Accomplishments":

### President Wheelock's Annual Address

"At the end of fifty years of active and useful life, the Minnesota Editorial Association is today the lustiest youngster of its class on the American continent, with a future before it that may lead to any hight. Always fraternal, always helpful and enegetic, it has within the past decade taken on more of the aspect of a practical and business-like body than in its earlier years. Such change has been forced upon it by the increasing problems of newspaper work. Its social and fraternal features remain untouched and very delightful to every member, while its practical helpfulness has developed tremendously.

"It has taken on work and duties that call for much time from its committees and officers. It will do still more in the future, and one of the needs of that future, perhaps even at the present meeting, will be an effort to relieve these volunteer laborers. This can best be accomplished, if the experience of other associations is a safe guide, by the selection of a paid worker, a field man to whom shall go all matters of organization and cooperation, in the fields of association development, stock buying, federation of job printers and newspaper publishers, subscription handling, and above all, foreign advertising. All these subjects are in the hands of committees this year, whose reports will be laid before you while you are here.

### Foreign Advertising

"The Foreign advertising is the livest subject of them all, and the hardest to handle as an association. Our program this year, with the appearance on it of Mr. Smith of the American Press Association and G. L. Caswell, Field Secretary of the Iowa Association and the report of your committee which has been at work on it for a year, will give special prominence to this important topic Foreign advertising is destined to work almost a revolution in country newspapers in the near future. Its increase is the greatest development of the advertising field today. That increase will continue, for there is no other outlet, no other tillable field, left untouched by the national advertiser—and you know him. He is out for the business of every hamlet and countryside, no less than that of the cities. Having exhausted the possibilities of all other modes of profitable pulicity, he is coming our way next. If we are alert and businesslike, and ready for him, he will do us more good than

**Courtland Smith, President American Press Association, who Spoke on Foreign Advertising**

many of us yet understand. I would like to make this development stand out before you in the same proprotions that it looms up before me—like a blazing sun of some new solar system into whose ken this world is about to swim. Let me give you one fact, to show its possibilities: The Norfolk, Nebraska, Daily News., which was publishing annually about $200.00 worth of foreign advertising a few years ago reports that its foreign advertising last year ran up to $20,000.00. In business matters I have in the past sometimes felt like calling the country editor the 'Missing Link.' While that is true no longer, he still is the link, as known in no other business, which connects the literary artist and the business man. The literary artist is reputed more or less of a Bohemian. He writes at white heat and has periods of incubating leisure; he feels he must have such periods.

"The newspaper—let me call him artist, for he often is such—must grind at average speed, every day of his life. He has the white heat paroxysm also, but the next day he must grind out the average amount once more. Yet when occasion calls, his words are just as likely to

be winged, to be edged with flame and fire, as those of the brethren of the tardy muses. Every man here remembers and cherishes at heart, some occasion when time was alarmingly short, the story tremendously big, when everything had to be done without reflection or revision; and everybody remembers the glow of satisfaction when the result showed the artist behind the craftsman.

### Business Man as well as Writer

"But the country newspaper man is not only a writer; he is a business man. He must dabble in costs and expenses, figure time and payroll and buy paper stock. He is the only living and successful cross between artistry and money grubbing. Insofar as he grubs he gains; insofar as he leans toward the artistic at the expense of the material, he loses. Most of us lose I fear; and that is an indirect way of paying a tremendously high compliment.

### The Short Course in Journalism

"Our business is a developing one. We are becoming better business men, and that means more independent, and that means better editors, by whom better newspapers will be produced. We are fortunate in Minnesota in having one of the forward-looking State Universities of the country, by which this development is being hastened, thru its Department of Journalism. Its first annual short course ended yesterday after a session of four days which combined the business end and the editorial end in much the same proportions that real newspaper work brings them. It was so remarkably successful and popular among the younger and older newspaper students that its continuance and amplification is not to be doubted. It is in good hands, and its work will leave a strong impress for the better things of journalism among our present and future members. One of its minor and yet important activities will be the placing in the hands of all of us within a few weeks a Style Book for Newspaper Composition, which will suggest uniform and approved rules of punctuation, capitalization and the like—a service that will be helpful in every newspaper office in the State.

### Visit of the National Editorial Association

"In quite another way Minnesota will be distinguished during the coming summer—by the visit of the National Editorial Association. In this again the active work of our membership has been of service. Beginning at the meeting in New York which was attended by Brothers Hotaling and Hodges and other members of this body, that visit has been and will be personally conducted by your committees. They have been in Canada to arrange an excursion to the Canadian Rockies after the four-day business session in this state is finished. They have planned a delightful route thru the northern part of the state for the visitors. Plans are still in the making for a brief stay at Red Wing, where Father Herbert of the National Editorial Association once wielded his trenchant pen, and the dedication there of a tablet in his honor. The Northern Minnesota Editoral Association has voted to hold its summer outing at the time of visit of the National body to this state; and the members of this Association are earnestly urged to attend both the business sessions and the Canadian excursion.

### Revision of the Constitution

"Among other work that this year's committees have had actively in charge is that of a revision of the Constitution and By-Laws of this Association. In part these changes are merely matters of convenience, but the establishment of an Associate Membership list to which the printers' supply men shall be eligible is one that especially commends itself to me. There have been in times past occasional slighting comments by a few of our members upon the presence of these gentlemen among us, which would be forever ended by an official definition of their status. Such comment is not only singularly ungracious, but it would hold at arm's length the men who are in many respects the best and most loyal friends that the country newspapers have. In manifold and often unrecognized ways they stand by us and help us and boost our business. Even on the low ground of self interest we can always count upon their intelligent aid and coöperation, while the personal friendships between them and us are scarcely less warm and enduring than those which so happily cement our own membeship.

### Legislation

Your legislation committee has also found much work awaiting it. In a constructive way, it has in charge the presentation to the Legislature of the needed and wise reform of official publicity for all personal property tax lists, a reform that would do more to put property now concealed upon the tax books than all the ferrets of the land could unearth in a lifetime, and thus help to further equalize our taxes. I am convinced that a good majority of the present legislators believe this and understand it, for our Legislation, gentlemen, has improved in statesship in recent years to fully as perceptible an extent as have the newspapers in other lines; it may even be that the latter improvement has assisted the former. But our committees meet year after year the knock-out argument that it is folly for the State to pay for what it now gets for nothing. So long as a large part of our members feel that their duty to their readers demands the free publication of what is clearly advertising matter. I fail to see how the legislative zeal for economy in all things can be overcome. There is in the Legislature a small group of men who do not approve of newspapers, for obvious reasons, and their hostility occasionally makes us take a jaundiced view of the entire body, but this is unjustifiable. I cannot believe that the various Bills of the present session designed to hamper and hurt the newspapers, introduced for the most part by men who are opposed to publicity in any form, have a ghost of a show of passing. This is one of the numerous matters which our legislative committee, headed by our competent Secretary, Mr. Roe, has in charge, and I know of no more faithful hands in which to leave it. It is but simple justice to add, and I will add it here, that Secretary Herman Roe deserves well of this Association for his unceasing activities in its behalf and intelligent forwarding of its affairs, to the unquestionable interference with his own. We owe him a very warm vote of thanks.

### Paper Mill and Print Paper Situation

"I turn with reluctance to the paper mill and print paper situation. Gentlemen, it is beyond me. I know nothing about it except that fact that paper comes hard and at a high cost; and I can contribute nothing to what another committee will presently tell you of it. Here again the legislative committe, with some additions for this particular duty, has brought before the lawmakers the importance of conserving the pulp wood forests and state owned water powers of the northern part of the state, with possible reference to the future establishment of a state owned paper mill; and whether this be the outcome or not, the proposed surveys and estimates will remain an inventory of state property that will be of enduring value.

### Partisan Politics to be Avoided

"As I have said, the business-like and practical character of this Association has immeasurably developed during the past few years of stress in newspaper work, but along with that increasing vitality one danger has become imminent.

"We editors are for the most part, interested in local and state politics. Our fingers are in many pies, and we like it so. When we gather as an Association, we are prone to make mud pies of our own and stick fingers in them. While this is merely an evidence of exuberant mental activity, and in no way threatens the peace of the conmmonwealth, we do sometimes allow ourselves to use our resolutions committe for an expression of the political views of the majority of our members, and this is the danger to which I have referred. This Association, if it is to continue to be the exponent of the newspapers of Minnesota must in its own gatherings remain non-partisan, and in my judgment its resolutions should not concern themselves with questions outside the affairs of newspaper and printing offices. It is not wise for us as an Association to commit our membership to any line of political conduct. It will do no good, for the individual members will not be bound by such resolutions. It will do harm, because earnest party men will hesitate to unite with a body which may make them participants in what they regard as violently wrong theories. And the Association should be willing to barter a dozen ringing resolutions for a single new member. The editors can work their political marvels and miracles outside the doors of our Association, but inside they should have no views on politics or politiacl economy.

"Ie will quote here what our beloved friend Captain H. A. Castle, now gone from us, said last year in his historical review:

"'The Minnesotta Editorial Association was established as a non-partisan body and has been thus religiously maintained. Belligerent partisans have, from the beginning, been its members and officers, but partisan politics have been always tabooed, and few if any occasions have arisen when party questions have even remotely colored its activities or decisions.'

"And Gunnar Bjornson, a past president of this Association, voiced the same idea in an address before us in 1911—and nobody will accuse Mr. Bjornson of any failure to take advantage of all legitimate methods to further his political ideas. He said:

"'I am mighty glad that the Minnesota Editorial Association is an association of all the boys; that there are no party lines; that we do not have, as do some states, a Republican Press Association, a Democratic Press Association, and so on down the list. It is comforting to think that we can come here and meet all the boys, and that we do not have to come to one gathering to see the Republicans and then go to some other place to meet the Democrats.'

"In fact and in truth that spirit holds as good in the Minnesota Editorial Association today as it did when Mr. Bjornson wrote that paragraph six years ago. Your present President is a living refutation of the charge that partisan politics has any hold upon this Association. He would not be standing here if that were true, and a dozen past Presidents would not be enjoying their title today But we must consider the outsiders, the editors who are not yet members of this Association. They sometimes get distorted ideas of what goes on here. We want them with us, every one of them, and we should be alive to that political sensitiveness which may make some of them hesitate to join for fear of partisanship in this body.

"Last year some of the ablest politicians among the editors got together in a hotel lobby at the time of our meeting and went into incubator session. The egg was kept warm and the Junior Senator from Minnesota is the living outcome. There was nohting wrong or improper about this. It saved much time and correspondence, to get signatures to an appeal to Mr. Kellogg to run when many of his newspaper friends were together under one roof. The only bad thing about it was the subsequent impression that was spread abroad, in part ingenuously, that the Minnesota Editorialy Association had officially endorsed a candidate of one of the political parties. This was very bad because it was untrue.

"When half the legislatures put on carnival suits a fortnight ago and marched as a club in the carnival procession nobody thought of calling that an Act of the Legislature, and it is not to be believed that men will refuse to go to the Legislature hereafter on account of it; but, gentlemen, something of that character done by newspaper men has caused some editors to refuse to unite with our Association, thru the mistaken idea to which I have referred to.

**Every Active Newspaper Man Should be a Member**

"The great need of our Association is a membership consisting of every active newspaper man in the State of Minnesota. This is the goal toward which we should work. United effort will accomplish it, and it is within our own power to bring it about. Every newspaper man, who is now a member, has friends in the craft who are not members. It is worth while for each one of us to bear to those friends the message that this body has for them—the doctrine on which even our country was founded and upon which its glorious and stable present still rests—the message of unity and indivisibility—'United We Stand, Divided We Fall.' "

**Routine But Brief Report of First Day's Session**

The Pioneer Press of St. Paul gave the following brief but comprehensive report of the proceedings of the first day's session of the Association as follows:

**Editors Are Asked to Create Central Bureau in State; Publishers Urged to Seek National Advertising—Cut Rate Men Are Scored**

The Minnesota Editorial Association may establish a field secretary to standardize advertising rates and promote other interests of country newspapers. The question probably will be decided before the close of its fifty-first annual convention at The Saint Paul tonight.

Advertising was the subject of discussion at yesterday afternoon's program, which closed with a report by a committee on a central advertising bureau, which, consisted of an outline of the operation of similar bureaus in other states.

**Moves for Amendment**

The committee made no recommendations to the Asciation, and when J. C. Morrison, who read the report, offered a motion for a constitutional amendment to allow such a bureau, he explained his object was to get the matter before the Association.

**"U" May Prodvide Man**

If a bureau is formed the University of Minnesota may provide the field man. W. P. Kirkwood, professor of journalism at the University, told the Association an approriation for salary for a country newspaper expert had been proposed.

**Bureau Open to All**

Mr. Morrison, summarizing his report, expressed belief that any bureau that may be established should be open to all members of the Association instead of to a selected list, as provided in some states, and that its purpose be educational.

C. L. Caswell of Denison, Iowa, field Secreary of the Iowa Press Association, outlined to the editors some of the benfits accruing from a central bureau.

### Official Clearing House

He described his office as a clearing house of information, dispensing model cost cards, pamphlets and the like, filing data regarding the members of the Association, looking after newspaper interests in the Legislature and acting as a publishers' agency for foreign advertising.

As a result of the bureau, Mr. Caswell said, a blue ribbon list of 200 publishers, who have established an advertising cost card and pledged themselves not to cut rates without notifying the organization, has been established.

### Rate Cutter Scored

"The meanest man on earth is the man who cuts rates," Courtland Smith of New York, President of the American Press Association, told the editors amid applause when he discussed foreign advertising in country papers.

"Advertising rates are shockingly low. Now when everything else is increasing is the time to raise them. The advertisers expect to pay more," he declared.

### Foreing Field Large

Mr. Smith told the editors there is an unlimited source of revenue in foreign advertising and that no publisher should fail to receive less than $4,000 to $5,000 a year from it if he has a proper rate card and holds to it, swears truthfully as to his circulation, coöperates with the advertiser in legitimate boosting of the product in his field, and patronizes an honest advertising agency.

National advertisers are anxious to get space in country weeklies because they can get a kind of coöperation and reach a kind of buyer to be reached thru no other source, according to Mr. Smith.

### Free Publicity Opposed

Mr. Smith strongly opposed free publicity that has the character of unpaid-for advertising, and told the editors legislation against newspapers can be directly traced to political advertising.

Editors, he said, ferquently have criticized evils of which they themselves also are guilty.

### Charter Revision Returned

When the committe on changes in the constitution and associate membership offered its report a long standing opposition was renewed to a project to retire from active membership representatives of suply houses, old members not now in active work and others on the pay rolls and the matter was returned to committee, to be reported on next year, after fiery speeches on the propriety of legislating out veteran members had been made.

### To Be Considered Secretly

When Herman Roe of Northfield, as chairman of the legisltaive committe, preluded a report the committee had prepared by declaring more bills inimical to the interests of newspapers are now in contemplation than at any time in recent years, and called attention to bills inteded to do away with newspaper publication of session laws and amendments, the report was interrupted on suggestion of Frank A. Day of Fairmont and filed for consideration in executive session.

### Delay History Publication

A proposal to print a history of the association was postponed until H. C. Hotaling, chairman of the committee, has sounded the opinions of the individual members. It will cost approximately $500 to prepare it.

The proceedings of the second day's session are epitomized as follows:

Steps to increase advertising revenue and promote other trade interests were taken by members of the Minnesota Editorial Association when at the closing session of their fifty-first annual convention at The Saint Paul last night they provided for a certified list of publications and a paid field secretary.

### Actions of Associations

Among other important actions taken, the association:

Indorsed simplified spelling of certain words.

Pledged support to the national government in defending American rights.

Approved a reforestation plan for Minnesota.

Indorsed efforts to relieve print paper and pulp shortage

Returned the committee a revised constiution that would bar from action participants in the association all members not actively engaged in newspaper work.

### Hadley Elected President

Fred F. Hadley, Winnebago, was chosen president. Other officers elected are: Farley E. Dare, Walker, first vice president; O. A. Moreaux, Luverne, second vice president; J. R. Landy, Olivia, third vice president; H. C. Hotaling, Mapleton, treasurer; John E. Casey, Jordan, secretary; Frank Meyst, Minneapolis, E. K. Whiting of Owatonna and William Wilke of Grey Eagle, members of the executive committee.

F. E. HADLEY
Editor of Enterprise, Winnebago, Minn., President-Elect Minnesota Editorial Association

### Minimum Ad Rate Plan

To get on the guaranteed list of publications editors must accept a minimum advertising rate to be set by the executive committee; publish and hold to an advertising rate card, guaranteed paid circulation; designate whether they publish "home print" or "patent inside" papers and pay additional dues based on circulation. The purpose of the plan is to facilitate obtaining foreign advertising and a better rate for it.

Tho, thru, thoro, program, catalog, pedagog and their derivatives are the simplified spelling form the association adopted for use in its programs and official publica-

tions. They were recommended by Abraham Gideon of New York, member of the simplified spelling board.

**Congratulations on Marked Progress Made and the Higher Ideal Standards Everywhere Recognized**

At the opening of the afternoon session of the second day, B. B. Herbert, President of the Association of the years 1883, 1884 and 1885, was introduced by President Wheelock, as the founder of the National Editorial Association and said in part:

"First I want to congratulate you on the large attendance here today and on the practical, business character of your program and of the addresses, proceedings, and the efficiency and ability of your presiding officer. President Wheelock, when a boy, was in my employ at Red Wing and I am proud of the manner in which he has presided over your sessions and forwarded your business, as well as of his worthy success as an editor and publisher.

"There is cause for sadness, when I attend your Conventions, in the fact that so many of the older members are passing away but there is the hope of a happy meeting in some other sphere where conditions are happier and more enduring.

"Those who have fallen did their work faithfully and have been followed, as witnessed today, by those who fully measure up to the higher standards of the calling. There is no greater cause for rejoicing than in the improvements made in journalism and especially in the business departments of newspaper making.

"In business methods, the Minnesota Editorial Association and the Minntota editors and publishers, stand among the leaders and it has been a great pleasure, as well as help, to me in my work, to point to your progressive methods and to publish accounts of your work and proccedings, as affording models to be followed and plans to be adopted.

"Along the practical, business sides of journalism you have made great advancement. This is as it should be. There is every reason in the world why the newspaper man should stand on even terms in business and financial matters with the best business and professional men, bankers and merchants, in remuneration, credit and respect.

"The ideals of service have advanced largely thru the example and teachings of modern newspapers. Advertising, one of the greatest sources of your income, not only has become more honest, but vastly more informing and effective. The idea that in a business transaction both isides must be benefitted has become general, and questionable or fraudulent advertisements have been excluded from newspaper columns. Better prices have come with greater reliability and the better service. The gospel of truth, as well as of service, has been universally proclaimed and largely adopted.

"In attending the Convention of the United Advertising Clubs of the World, at Philadelphia, where were present some fourteen thousand representatives from all the callings of life, including leading merchants, advertising experts and agencies, newspaper makers and the clergy, who have been awakened to the value of newspaper publicity—the universal prevalence of the higher ideals of truth and service were most focibly impressed.

"Just the other day, I attended a celebration of Lincoln's birthday at the Lincoln Memorial University at Cumberland Gap, Tenn., that was national in extent—special trans ran from Chicago, Washington, and New York City. There were forty-two members of the House of Congress and eight United States Senators present, as well as business men, educators, magazine publishers, manufacturers, judges, clergymen, and men of the farm and of other callings. Every state was represented and in three days, beginning Saturday morning, and ending Monday evening of this week, ninety addresses were delivered with two orations by students of the University. There was not one note of discord, all found in the life of the great American, Abraham Lincoln, the lesson of truth and service, as the highest ideals of American life and of worthy success. It was thru the innate principle of truthfulness that Abraham Lincon—inspired by highest love of country, and regard for liberty and humanity—of which the American flag, with which I am glad to see this room so magnificently draped, on this occasion, between the birthdays of Washington and Lincoln, is coming every where to be the emblem and herald —weighted and measured aright all question of government, justice and right—setting proper value on all things in life at all times, and holding that balance and equipoise that maintained him, while his tender heart was crushed by the burdens of the sufferings and sorrows of the people.

"These ideals are dignifying and making more serviceable and, hence, more profitable and honorable your newspapers. I glory in the progress that you are making, the broader and more practical views you are taking of the business, and putting the same into practice. I am glad to be with you. I expect sometime to be buried in Minnesota ground, for here has been my home and, certainly, during my life, I will never forget Minnesota, nor the members of the Minnesota Press. I thank you."

**Resolutions Adopted**

I

Whereas, a grave international crisis exists involving the relations of the United States and certain other world powers we, the members of the Minnesota Editorial Association, in convention assembled, affirm our loyalty to our government and pledge our undivided support to the President and Congress in the defense of American institutions, and the protection of American rights and lives on land or sea, and

Be It Resolved Further, that we exert our influence in the promotion of national patriotism and loyalty among our people.

II

Whereas, the National Editorial Association has appointed the City of Minneapolis, in the State of Minnesota, as the place of convention in July of the present year, and

Whereas, this selection was largely due to the efforts of the delegation and members from this Association,

Be It Resolved, that we commend the successful efforts of our representatives at the National Editorial Convention and urge the coöperation of all members to the end that the 1917 convention may result in the utmost success.

III

Recognizing the valuable assistance rendered the profession of journalism thru the extension division of the University of Minnesota,

Be It Resolved, that we commend the efforts of Professors Kirkwood and Storm, in charge of the Department of Journalism and express our appreciation of the short course, as inaugurated this year and recommend its permanent establishment. We respectfully urge upon our membership its support and encouragement of this movement.

IV

We view, with alarm, the increasing cost of printing paper, which seems wholly unwarranted by the law of supply and demand or other natural causes, and that we express our appreciation of the efforts of the Executive Committee as well as that of individual members in endeavoring to afford relief to the fraternity, and, further, that we endorse the work of the Fedearl Trade Commission in this regard.

Finally, we urge the fullest consideration of a coöperatively owned paper mill for the members of this Association.

V

The Association acknowledges its appreciation and debt of gratitude to Messrs. Courtland Smith, President of the American Press Association, of New York, and Senator G. L. Caswell, Field Secretary of the Iowa Press Association, of Denison, Iowa, for their practical and helpful addresses before this convention and expresses the conviction that their presence and counsel will reslut in far-reaching benefits to the press of Minnesota.

VI

The committee recommends the amendment of our constitution providing for the employment of a Field Secretary along similar lines as established in our neighboring state of Iowa, looking to better organization of the printing and publishing business and the establishment of a standard, and, as nearly as may be uniform rate card for local and foreign advertising.

VII

We apporve the efforts being made to provide in Minnesota a practical sysetm of reforestration, whereby the future supply of pulpwood and other timber will be made more secure.

VIII

We commend the diligent efforts of our legislative committee in its effort to promote just and needful legislation and to serve the best interests of this Association.

IX

We acknowledge our obligation to the Executive Committee of this Association, to Mayor Irvin of the City of St. Paul, the Printers' Supply Houses of St. Paul for entertainment and assistance, and the management of the Saint Paul Hotel and all others who have contributed to the success of this present convention.

J. R. LANDY, Olivia.
L. S. WHITCOMB, Albert Lea.
SCOTT N. SWISHER, LeSueur Center.
MARTIN WIDSTEN, Warroad.
Committee on Resolutions.

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## FORTY YEARS

The Marseilles, Illinois, Plaindealer has the distinction of having reached its fortieth anniversary without a change of editor or proprietor. Terry Simmons, the editor, has made himself widely known in newspaper circles by his useful activities in state and national associations, and never fails in keeping up with his work, with good cheer. Loving, earnest work tends to good health and longevity as well as to happiness.

The Seneca, Illinois, Record and News is also a lively home paper, published by Mr. Simmons, every Friday, with "Home News for the people of Seneca and her friends wherever they may road." Th roaming old neighbors and friends should never be forgotten by the home paper. The Record-News has reached volume thirty-nine.

## SHORT COURSE FOR EDITORS AT MINNESOTA STATE UNIVERSITY PROVES A BIG SUCCESS

From Vice-President Hotalings' Blue Earth County Enterprise:

For years the State University has been conducting short courses for the farmers, for the huosewives, for the hardware dealer, the grocer and the drygoods man. This year for the first time the editor was included and for four days newspaper men from various parts of the state worked together in comparing conditions in their respective localities, in discussing the problems of the printing office. The trend of the entire week was service to the community in which the paper is published, of building up the biggest thing in industry—farming. Rural life problems in Minnesota were discussed by Dean Woods of the College of Agriculture and A. D. Wilson, director of the agricultural extension work in this state. An inspirational address was given by President Vincent of the University in which he gave the growth of the newspaper from colonial days down to the present, including the days of personal journalism of the Greeley character.

Each morning during the course, Mr. E. E. Sheasgreen of Minneapolis, an efficiency man and cost expert held the floor for two hours. On Tuesday he discussed "Cost Accounting," showing the cost of securing a job of printing, and in this lesson Mr. Sheasgreen gave the newspaper men a practical examination in observation that was truly worth while and one that they will remember. Wednsday he took up the cost of manufacture and delivering the job and here another pointer was given the printer as to the cost of dirt around the fficoe. Thursday he talked about finding the cost and profit on a job. Mr. Sheasgreen is a most delightful man with whom to come in contact, altho his work is not confined to the printing industry. His work of efficiency engineer calls him in for readjusting the business of many institutions.

Another gentleman who gave the editors present many practical suggestions was J. L. Frazier of the Inland Printer, Chicago. Mr. Frazier illutrated his talks with a stereopticon and with samples of work. On Tuesday he gave a lesson in job composition, pointing out how a job could be made artistic or hideous with the same type, how a slight change of a rule or the printing of a line would give strength to an advertisement or to a piece of printing. Wednesday this talk was continued in the discussion of advertising composition and on Thursday the lesson dealt with the make-up of a newspaper and a criticism of the front page of papers entered in a newspaper contest. The Madelia News scored first in the six column publications and the Northfield News, second; the St. Peter Free press first and the Hector Mirror second in the seven column papers. The publishers were given many valuable hints as to how they might improve the appearance of their publications in a mechanical way.

Tuesday afternoon J. C. Morrison of the Morris Tribune answered the question, "Why a Country Newspaper?" pointing out that the newspaper has its place in the community, while L. A. Rossman of the Grand Rapids Herald pointed out the necessity in fitting one's paper for the field in which it is located. Hon. Jens K. Grondahl, editor of the Daily Repulican at Redwing, had for his topic, "A Non-partisan Press, is it Coming?" Mr. Grondahl quoted liberally from the editorial utterances of half a century ago, showing the bitter hatred which existed among newspaper men of opposing political factions and in closing pointed out the attitude of the press at the present time in rallying to the support of

President Wilson, no matter what their political affiliations: It was a beautiful tribute of loyalty, of devotion to country.

Then followed a discussion of the country correspondent, the handling of country news, the ratio of country and city news and the editorial page of the country weekly. There were many ideas and their discussion was a fruitful source of information to those present.

Tuesday evening the "Relation of the Minnesota Press to Rural Problems" was discussed with Herman Roe of the Northfield News as leader. Those taking part were H. F. Leurs of the Owatonna Chronicle, D. A. Wallace of the St. Paul Farmer, Hugh J. Hughes of the Farm, Stock and Home and the editor of the Enterprise.

Wednesday afternoon was filled with good things for the coutry publisher. The session was in charge of H. M. Wheelock of Fergus Falls, president of the Minnesota Editoral Association. The topic under consideration was that of of the subscription list of the country weekly and Mr. Wheelock made an interesting presentation of the case, following which E. K. Whiting told of his efforts to build up and extend the list of the Owatonna Chronicle by the "Jitney Method." Mr. Whiting using a Ford car,, is making a personal call upon every farmer in his community and told of his many experiences. Subscription contests were discussed, as well as premium and clubbing offers, the concensus of opinion being that they were injurious and unprofitable. The stopping of subscriptions at the time of expiration and the cash in advance system were also prominently presented and it was found that the publishers who have adopted the cash in advance plan have less grief than others.

Each evening at the close of school the editors were given an opportunity to study agriculture. Monday evening they visited the dairy barn, looked over the best breeds of milch cows, Jerseys, Guernseys and Holsteins and were given a short lecture on the same. Wednesday evening a visit was made to the seed laboratory and on Thursday evening beef cattel and sheep were shown at the Stock Pavilion.

Wednesday evening the speaker was Dean Walter Williams of the Missouri School of Journalism. This gentleman is beloved by all who have the honor of his acquaintance. His motto in life is not how much he might accumulate in a financial way, but how much service he might give to his fellowman. His topic was "A New Weapon for Democracy" and among other things gave utterance to the significant statement that "Had the European press been free to print unclouded and uncolored news dealing with questions of an international character, instead of printing what the various govenrments wished its people and the people of other countries to believe, this world shadowing war never would have come."

Dean Williams is a worldwide traveler and as the guest of Prof. and Mrs. Kirkwood at their delightful home, regaled a few of the party with stories of his trip around the world, his experiences being not only novel but intensely interesting.

The closing number of the course was an inspirational message given by James Schermerhorn of the Daily Times, Detroit, Michigan. This address, "Testing the Beatutudes—A Twentieth Century Newspaper Adventure," was one that would have enthused every newspaper man in Minnesota and was worth the trip to the cities alone. Mr. Schermerhorn told his personal experiences in building up for the city of Detroit, a clean newspaper. It was a herculean task, the path obstructed by many obstacles and pitfalls, but the hills have been surmounted. The speaker was one of a thousand and it was no wonder that those present at the journalistic course voted unanimously to ask for Mr. Schermerhorn's return next year.

The experiences of the week were indeed enjoyable. The editors roomed in the dormitory on the ground, breakfasted at the cafeteria on the campus, dined in the big dining hall with the students and were given an opportunity of meeting the instructors of the various departments. They were more than surprised at the extent of the work being carried on and at the solution of the high cost of living as evidenced in the meals served at 25 cents each. No student at the farm school has cause to complain of the character of the dining hall service or of their sleeping quarters. They have ideal surroundings and if every taxpayer could visit this department of the university, at least they would never regret the money wihch is being expended in the cause of agricultural promotion and development of the home. It was truly a revelation and the editor of the Enterprise feels grateful to those who made the course in journalism possible, to have the pleasure of mingling even for four days with such men as President Vincent, Dean Woods, A. L. Wilson, Edward M. Freeman, R. W. Thatcher, W. P. Kirkwood, Andrew Boss, Prof. Main and last, but not least, A. V. Storm, who has charge of the various short courses.

## SOME LINES OF KINDLY SENTIMENTS

### By the Editor

On our return from visiting old friends in Minnesota, we dropped into the Chicago office of Barnhart Brothers and Spindler and found President W. H. French glancing over the lines printed below. He said that he had cut them out of "Bindery Talk," the house organ of Gane Brothers & Company, to give to his wife. He passed the page over, and finding that the same were full of sentiments congenial to our feelings and we believed useful to all men and especially to editors of home newspapers, he coincided with the idea of publishing the same in the National Printer-Journalist and then giving his good wife the opportunity to read the same in the paper that goes to the newspaper makers who are constantly near to the hearts of the people. It is sometimes stated that there is no sentiment in business, but if this were true, it is certain that there would be very little business for press and printers. It is sentiment that gives interest to news—the feeling of concern for and interest in our fellow men. It is love that makes the world go around that causes the producing, the providing and the merchandising of all that supplies the wants or adminsters to the pleasure of mankind. There never was a great inventor, discoverer, manufacturer or a merchant that did not have that human sympathy which causes the understanding of the desires and needs of those to be pleased and served. More intimate, deeper and more active must be the sympathies,

the love of the home editor, who must seek to inform, to help; to edify and to please, thru informing the minds and hearts of readers. The editor must love his people, must rejoice with those who rejoice, must gather light and hope, of our sorrows and disappointments, must help in all that tends to upbuild and give pleasure. He must be true and have an abiding interest in and affection for all whom he serves—for the community and all its worthy interests, and institutions. He must return kindness for rebuffs, and meet scowls with smiles, and must pry open, wisely worded human interest stories and loving appeals, purses that would tighten against community and individual needs. Here, however, are the lines and they are full of all that will help in our work, in our homes and in all the relations, for all service that springs from love, helps to highest success, greatest perfection, noblest and most worthy and enduring attainment and accomplishment:

### If All Who Hate Would Love Us

If all who hate would love us,
And all our loves were true,
The stars that swing above us
Would brighten in the blue;
If cruel words were kisses,
And every scowl a smile,
A better world than this is
Would hardly be worth while;
If purses would not tighten
To meet a brother's need,
The load we bear would lighten
Above the grave of greed.

If those who whine would whistle,
And those who languish laugh,
The rose would rout the thistle,
The grain outrun the chaff;
If hearts were only jolly,
If grieving were forgot,
And tears of melancholy
Were things that now are not,
Then love would kneel to duty,
Then all the world would seem
A bridal bower of beauty,
A dream within a dream.

If men would cease to worry,
And women cease to sigh,
And all be glad to bury
Whatever has to die;
If neighbor spoke to neighbor,
As love demands of all,
The rust would eat the saber,
The spear stay on the wall;
Then every day would glisten,
And every eye would shine,
And God would pause and listen,
And life would be divine.

—Washington Star.

* * *

## HOW I GET FOREIGN ADVERTISING

**By E. A. Gaston, Manager Okemah Ledger**

(In the "University and Editor," published by the School of Journalism of the University of Oklahoma.)

One of the representatives of the country newspapers in the advertising field has estimated that each country newspaper would receive $6.50 in foreign advertising contracts for each subscriber in the future after this field has been developed. It was on my mind to say: "Hasten the day," but instead will say: "Let us make the day."

But to take advantage of and handle foreign advertising successfully, our business management must be up to the minute in competency. The general indictment made against the country publisher is that he is difficult to do business with; he fails to answer correspondence, and neglects numerous details connected with this class of advertising. There was a time when I could plead guilty to this indictment and at one time refused to accept foreign advertising because of the trouble resulting, but now find the fault largely my own. I now answer each letter the day it arrives, see that papers containing advertisements are mailed to the advertiser, and I also see that positions are given as required in the order.

As a further aid in securing advertising, I have the retailer write the manufacturer asking that the advertising be run in local papers. If he does not have the time to write, I write the letter for him and get him to sign it, and in that way obtain orders for space.

Another reason assigned why the country newspaper has failed to receive this business is because of the unstability of his rates. A half dozen different contracts from a half dozen agencies are accepted at a half dozen different rates is the advertisers' indictment, and too often it is true, and the advertiser washes his hands of the country papers and turns to papers where one rate is made to all.

And this leads to the question of rates. This is a big question with the country publisher and cannot be gone into in detail here, but experts have suggested that a fair rate is ten cents an inch for the first thousand circulation and five cents for each additional thousand or fraction thereof. Also the rate of one cent per inch per hundred readers has been suggested. Our circulation will average better than sixteen hundred for the year. Our rate for foreign advertising is fifteen cents an inch, less fifteen per cent to agencies as commission, and we are sticking to it. One month we turned down $100 worth of advertising offered from eight to ten cents an inch, but we closed $110 at our own rate. The rate problem is solved by making a rate and sticking to it.

In summing up, in 1914, there were 15,166 of us country publishersfiguredvdu10raf,.Pffss G,
try publishers, and in that year country editors boasted of a total circulation of 50,454,738 and our circulations are growing. Our papers have the circulation, they reach the public with the greatest buying power, the public which is responsive to advertising, and the business to make us prosperous is before us. Shall we make our business managements proficient, organize our retail men and ourselves and go after and get this business?

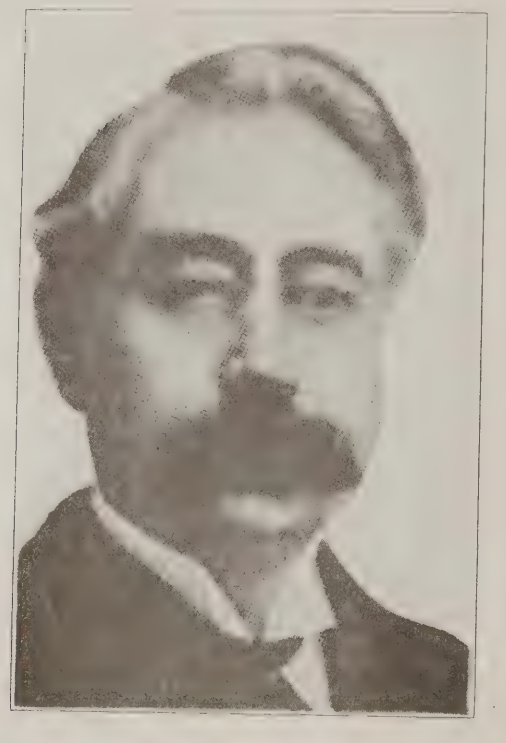
It is up to each individual editor.

## GEORGE THOMPSON DECEASED

### Publisher of St. Paul Dispatch and Pioneer-Press Passes Away in California

In the sudden death, January 7, 1917, of George Thompson, the Northwest lost one of its most able and successful newspaper publishers.

On December 4th, Mr. Thompson, writing to the editor of this journal, on the print paper situation, took an optimistic view of conditions and stated, among other things, the following, th[illegible] his views of worthy newspaper making: "I think it will be quite generally conceded that American publishers are making better and more readable newspapers at the present time than ever before. . . . . It is quite likely that only a step has been taken in this direction and as time goes on, news can be better edited to occupy smaller space with profit to both publisher and reader."



MR. GEORGE THOMPSON, DECEASED
Publisher St. Paul Daily Dispatch and Pioneer Press

He looked upon even the difficulties that were and are being experienced as possibly resulting in good. It was a cheerful, hopeful view, entirely in accordance with the character of the man who had attained notable success in his calling.

The news of his death, that reached us a month later, came as a great shock, for we had esteemed him and his work very highly and had frequently met him on visits to St. Paul, but knew nothing of his illness. He was always genial, considerate and kindly. We knew that he had won his success under great difficulties and had met with what he considered a heavy loss some years ago but had, happily, by returning to arduous work, from which he had planned a respite, fully retrieved the loss and made substantial advances, placing his two publications, instead of the one which he had previously published, on a firm basis of prosperity and influence.

A book, entitled "Men of Minnesota," contains the following appreciative view of Mr. Thompson's character and work:

"To the public, to the Republican party and to his business and social acquaintances, George Thompson is known as a discriminating and successful editor, a loyal and partisan Republican and a polished and sociable gentleman.

"Such a man with such a newspaper, it must be seen, necessarily has great power. No one realizes this more than Mr. Thompson himself, yet there is no humble worker in the party ranks who demands less of it.

"If his favorites are nominated for office he supports them with no greater fervor and effectiveness than when the party nominees are not men to his personal liking. He recognizes the composite wisdom of the party as superior to the personal judgment of one man and it is to this characteristic that is attributable much of the influence which he exerts as an individual in the direction of party affairs."

The St. Paul Daily News of January 8th gave the following notice of Mr. Thompson's death and brief record of his life:

"George Thompson, publisher, St. Paul Dispatch and Pioneer Press, died Sunday at Los Angeles, Cal., from an acute attack of asthma and heart trouble.

"Mrs. Thompson was with him, they having gone to California about two weeks ago in the hope a change of climate would be beneficial to Mr. Thompson. He had been in poor health for a long time.

Death came suddenly at 3:30 p. m. Sunday. Mr. Thompson had sat down at the dinner table in the residence he had leased for the winter, but arose again, stepping into the living room. There he sank into a chair, dying almost immediately.

"Besides his widow, Mr. Thompson is survived by two adopted daughters, Mrs. C. E. Power, 113 Virginia Avenue, and Mrs. A. C. Jefferson, 384 Holly Avenue.

#### Civic Interest

"Since he came to St. Paul in 1883, Mr. Thompson has been closely identified with the development of the city and also took a large part in state affairs.

"He first acquired the St. Paul Dispatch and immediately began the reorganization of this paper along original lines. Its growth since then has been largely due to Mr. Thompson's thought and enterprise.

"In 1909 he also acquired control of the Pioneer Press.

"Mr. Thompson was born in Devonshire, England, in 1840. His parents were George and Sophia T. Thompson. His academic education was received in the schools of England, after which he attended Oxford University.

"He was married May 20, 1885, to Abigail I. Wheeler, in St. Paul.

"Mr. Thompson was a member of the Town and Country, University, Minnesota, Commercial and White Bear Yacht Clubs in St. Paul and the Minikahda and Lafayette Clubs, Minneapolis.

"In politics Mr. Thompson usually was a staunch supporter of the Republican party, with which he became identified soon after taking up his residence in Minnesota. Before coming to St. Paul he was a successful business man at Joliet, Ill."

# REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, 823 Greenleaf Ave., Wilmette, Ill.

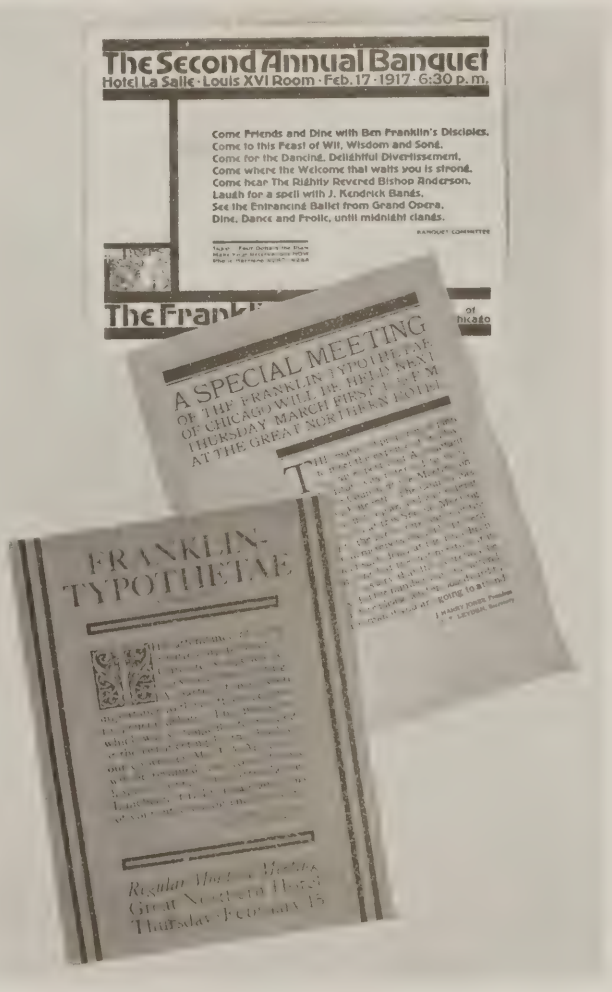
WHEN a printer has an opportunity to do some printing for himself, that indeed is the height of enjoyment. He writes his own copy and gives himself carte blanche as to method of treatment in the display. He has no one standing over him with a club, telling him that certain things of minor importance must be emphasized, or that he must combine script type with Cheltenham Bold. He has things all his own way, and what a grand and glorious feeling it is; and what a responsibility as well. He must now make good, or acknowledge that he is a "dub," and ought to be in some other line of work. He cannot blame some ignorant customer for nonsensical restrictions, but must take full responsibility for everything he does.

Under such circumstances, some men will flounder around impotently waiting for an idea, while others will revel in the freedom from restraint, and will give their inventive faculties full swing. And about once in so often, a man needs to turn himself loose in this way, and run riot for a time in the field of ideas.

I imagine there is many an architect, of the over-sensitive, artistic temperament, who goes down to his grave feeling that his life has been a failure because it has never been possible for him to build a church, or a skyscraper, or whatever his particularly speciality may be, entirely after the vision which his own imagination conjures up. He sees in his mind's eye a structure of utility, dignity and beauty; but the moment he begins to put it on paper, the grossly maintendent, begin to put their fingers on points which must be changed; until by the time the edifice is worked out in brick, or stone, or concrete, the architect scarcely recognizes it, and with a great ache in his heart he sheds a tear over his lost ideal.

The printer, on the other hand, is more fortunately situated. He does not work in such large units, and can once in a while get up a job entirely after his own fancy, while it would be manifestly impossible for an architect to build his own private cathedral in order to have the satisfaction of working out some pet idea.

The immediate cause of this liberal commencement-like essay is the fact that I have before me, three pieces of work sent out by Franklin Typothetae of Chicago, to develop interest in the meetings of that organization. If these meetings live up to the high standard of the advertising which heralds them, they are truly worthy of this or any other industry.


The Second Annual Banquet
Hotel La Salle · Louis XVI Room · Feb. 17 · 1917 · 6:30 p. m.
Come Friends and Dine with Ben Franklin's Disciples.
Come to this Feast of Wit, Wisdom and Song.
Come for the Dancing, Delightful Divertissement.
Come where the Welcome that waits you is strong.
Come hear The Rightly Revered Bishop Anderson.
Laugh for a spell with J. Kendrick Bangs.
See the Entrancing Ballet from Grand Opera.
Dine, Dance and Frolic, until midnight clangs.
A SPECIAL MEETING
FRANKLIN-TYPOTHETAE

Take, for instance, that sheet headed, "The Second Annual Banquet." It is a bold elemental creation in black and red on rough white stock. The lines at top and bottom are in red, also the

rule above the three lines of small type; the rest of the sheet is in black. The selection of a letter carries out this bold treatment, while a stock cut, suited in subject to the organization giving the banquet, and suited in treatment to the general plan of the sheet, is fitted in so carefully as to make it actually a part of the composition, instead of something inserted incidentally.

The sheet headed "Franklin Typothetae" is an entirely different creation, tho none the less attractive. It is in brown and blue ink on light brown rough stock. In reproduction, which has not been made at time I am writing, the introduction of the blue in the bands and the initial will no doubt be shown sufficiently by a lighter tone in the half-tone screen.

The sheet announcing the special meeting is a one-color creation of brown on buff, and is worthy of special study. The compositor has done an unusually expert piece of work in the "square effect" matter at the top. Whether he was given any discretion to make changes in the wording to fit the type, I cannot say; but it looks as tho such might have been the case. The paragraph below is also unusually well spaced, presenting a clean, even appearance without spots of white space, or crowding of any of the lines. You or I would probably have thought it necessary to extend the second rule across the page, making it a part of the matter at the top, instead of a part of the narrower paragraph at the bottom. By just this we would have shown our lack of genius; for how very much better the present compositor has worked it out.

✧ ✧

A well printed art calendar which has come to my desk is the work of students in the printing classes of East Technical High School, Cleveland, Ohio. A large part of the type setting and presswork was done by girls, who also had charge of the distribution. One thousand copies were sold among the faculty and student body. The month of February shows students at work in the printshop, while other departments of this noted technical school are shown on other pages thruout the year.

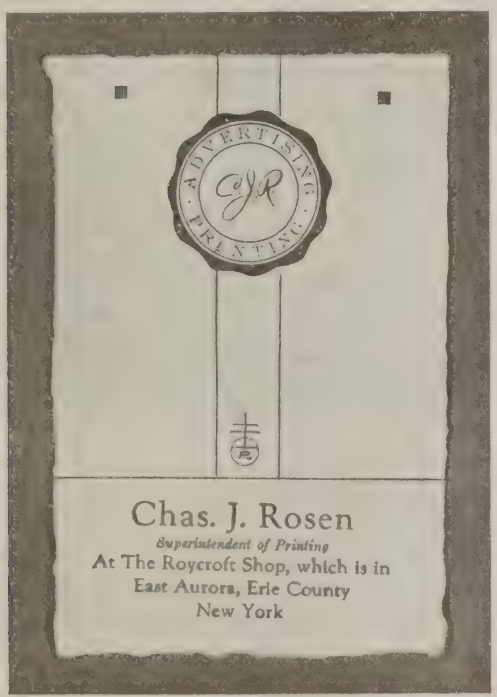
✧ ✧

One printer who insists on letting himself loose at periodic intervals is Brannon of Talledega, Alabama. Every time Brannon feels his inventive genius running away with him, he sets up a new letterhead for his own concern. The one shown herewith is his latest. It is much more restrained and conventional than many of his creations, and is eminently the kind of a job that one might set up for a customer, print without showing him proof, and be reasonably sure of a hearty O. K. after the job was completed. The one word "Printers" is in red; everything else is in black, except possibly a tint under the shield. I am writing this at night, and my eyes are not as sure as they once were.

✧ ✧

It is a question as to how far away from the convential a man should get in designing a business card. There are people who believe that a business card should be of a standard size, shape and design, so that it can be filed readily, if one cares so to do, just as there has been conducted a campaign for the designing of all catalogs of the same size, so that they can be grouped together in loose-leaf binders or otherwise filed. However praiseworthy these campaigns may be, and whatever merit there may be back of them, I am afraid that my newspaper instinct is too well developed to stand for anything so dull and uninteresting. It is something like the present demand in some quarters for city planning commissions whose purpose seems to be to eventually force all buildings into the same general pattern. My tendency is to rebel against any-

thing which is too conservative, and I think it is on this account that I have welcomed most joyously the business card shown herewith, designed by Mr. Edw. Axel Sahlin of the Roycroft Shops at East Aurora, New York. That the card is vertical instead of horizontal, is the first innovation which strikes one. The next is the fact that it is so designed that both the name of the concern and the name of the man are given due prominence. The conventional card either features the name of the concern, with a small "Presented by ——" in the corner; or it features the man's name and the recipient has to put on his glasses to read the small type which says "Representing ———." Then, too




this card is on deckeledge stock, which is seldom used for this purpose; and it is printed in two colors, which is a more frequent departure from the beaten path.

✧ ✧

It is worth noting that some of the typefounders are duplicating their popular faces of brass rule in metal, at about one-half the cost of brass. This makes possible a much larger assortment of rule in the small shop where there is not sufficient work to justify an investment in brass rule.

The Davis Press, Worcester, Mass., by way of showing what can be done with modern printing methods, sends out a folder of rough, uncoated stock, with a handsome halftone beautifully printed on the front. The little sales talk which goes with this is worth repeating here as a specimen of how one successful print shop develops customers.

How photographic and soft the little chap's picture is! How pleasing to look at it without having to turn it this way and that to avoid the troublesome reflection, and all because it is printed on a soft book paper rather than the usual glossy paper.

Do you realize the rapid strides by which good printing is advancing? Until recently it was not practical to print halftones on soft book paper or bond paper. The glossy surface "coated" paper has been used because it was better fitted for illustrations, although it has always been recognized as hard on the eyes. But now, because of the development of greater skill among the pressmen of good printing offices, and because of better paper and plates, it is possible to print halftones in a charming way on book and bond papers.

Many a person has wanted to print his catalog or booklet in this way but has been forced to stick to the coated stock for the sake of a few illustrations. Coated paper will still be used in the main for printing halftones but this new development affords an excellent opportunity for those who occasionally wish printed matter that is unusual and decidedly out-of-the-ruts. From some subjects reasonably good results can be obtained on rough paper from regular halftones, but by far the best results are to be obtained by having plates specially made. Perhaps you have something in mind you would like to picture in this new and effective way.

As another point in good printing service we have lately added equipment for casting, by machine, type of the size used in this folder in any quantity. Many times your message can be displayed to greater advantage and "put across" more effectively with the use of this larger size of type for the body of the page. Heretofore, type as large as this had to be set slowly by hand and has generally been limited in amount. Our office is the first in this vicinity to add this feature. Results are what you want—we feel sure we can help you get them.

✧ ✧

My mail brought me a few days ago a circular from an engraving house, on a grade of paper but little above common print. Naturally I wondered why such a thing should be—until I read it and discovered that the engraver was trying to tell prospective customers how he could make plates which would help them escape from the high cost of paper. Four halftones are printed on this sheet in a way to almost rival the delicate results secured on coated stock.

An undertaker may be cheaper than a doctor; but he is employed only as a last resort—and then it doesn't make much difference what becomes of the money any way. Nobody "shops around" for a bargain when it is a matter of looking out for his life and health. Then why not set up some other standard than price in the every day things of life? Do it yourself and you will be in a better position to encourage your customers to do the same. But in the meantime absorb this little bit of philosophy on

the subject, printed by The Ambassador, the live little house organ of the Niagara Paper Mills:

SHOPPING AROUND

When you buy a suit of clothes do you get prices from half a dozen tailors and select the lowest bidder? When you hire a salesman do you pick the applicant who will work for the least salary?

No. You know where you can buy clothes at the right price which will feel right, fit well and wear a reasonable time. And you will employ the salesman who can sell the most goods for you.

Yet you sometimes spend hours of time and a dollar or so in stamps, stationery and phone calls to find a printer who will clip a quarter from the other fellow's price.

And when you saved that quarter you find that it cost you a lot of time and nervous energy in getting and comparing bids and samples of paper.

Cut it out. Find a printer who can properly dress your printed salesman—who will not overcharge on an open order nor cut quality on a competitive bid—who will work with you to save your money.

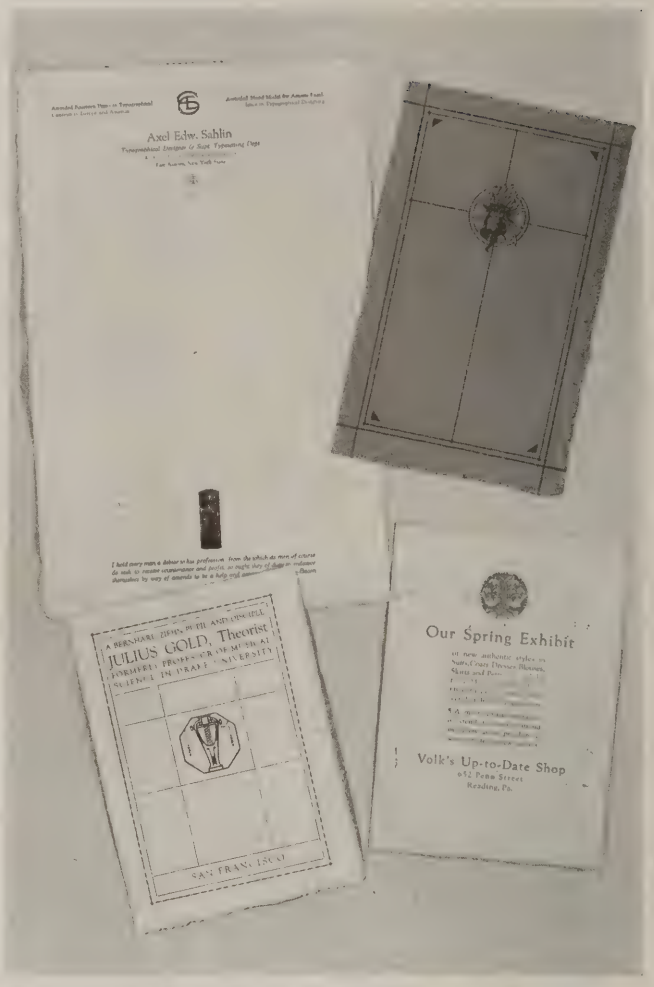
And stick to him.

Then all you have to do is to give him the copy, tell him what you want and when you want it—and forget it.

After that you take the time you formerly spent in shopping around and use it in your business.

✧ ✧

There is a lot of matter on this circular, but it appeals to me as a carefully designed, well balanced piece of work. There is something about it, no matter where you look, which will lead you to read, and then will lead you on from that paragraph to the next. Note how bold face and italic are used, not indiscriminately, but carefully chosen to bring out the various points of the argument. The upper part of the circular is perhaps the weakest. The display is not so strong, and it might perhaps have been as well to devote less space on a crowded circular to showing the building, using a smaller cut. The back of this circular is covered with a half-tone group, showing cover pages of a large number of the publications printed by this concern. It is altogether a commendable piece of work.



You Have a Standing Invitation to
Call and Inspect Our Plant and Up-to-date Facilities
You will find upon investigation that we appreciate publishers' requirements, and that our service meets all demands.
We own the building as well as our printing plant and operate both to meet the requirements of our customers
Printing and Advertising Advisers and The Co-operative and Clearing House for All Publications and Periodicals
Our interest in the existence and success of every legitimate publication prompts us to offer our assistance in every direction that appears practical and possible and we invite suggestions with a view of making our service most valuable.
One of the Largest and Most Completely Equipped Printing Plants in the United States
THE GREAT CENTRAL MARKET
Let Us Print Your Publications and Periodicals
PUBLICATION
PRINTERS
Let Us Print Your Publications and Periodicals
Day and Night Service
Make a Printing Connection
With a Specialist and a Large and Absolutely
Reliable Printing House
Day and Night Service
Inquire Credit Agencies and First National Bank, Chicago, Ill.
Our Specialties
(1) Trade Papers
(2) Magazines
(3) Catalogues
(4) House Organs
(5) Price Lists
(6) Also Printing requiring the same material and workmanship as the above, such as Proceedings, Directories, Histories, Books and the like.
Our Complete Printing Equipment, all or any part of which is at your command, embraces:
TYPESETTING (Machine and Hand)
PRESSWORK
BINDING
MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK
You furnish the copy and wrappers (or mailing list), we do the rest.
If you want quality—the education and training of our employees concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful.
If you want delivery—our plant is equipped with economical, time-saving machinery and is in operation day and night the year around.
If you want the best price—our unusual labor-saving material and equipment enable us to make exceptionally low prices on our specialties.
Our organization is excellent. When you place an order in our care you relieve yourself of all anxiety. You insure yourself
Proper Quality—Quick Delivery
Right Price
Our large and growing business is because of satisfied customers, because of repeat orders.
Don't you owe it to yourself to find out what we can do for you?
Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.
Let Us Estimate on Your Publications.
(We Are Strong on Our Specialties)
Use New Type
for Advertisements
Clean Linotype Faces
Good Presswork
Binding and Mailing Service
ROGERS & HALL COMPANY
POLK AND LA SALLE STREETS
CHICAGO
The Great Central Market
TELEPHONE WABASH 3381
TELEPHONE AUTO. 52-191

The little envelope "stuffer" is not a piece of work to be sneered at or slighted. It is a part of a man's sales campaign, and must make a good appearance, just as a successful salesman, must be clean shaven and well clothed. It is the easiest thing in the world to pick out the letter as you open up an envelope; and throw the printed matter away. Unless it is good printed matter, this is just what many people will do. So much of the responsibility for the success or failure of this class of advertising matter rests with the printer, who, it must be confessed, is rather

slow to assume such responsibility or to see the important part which he ought to be playing in the general sceme of things. Gatchel & Manning of Philadelphia are sending out some good work of this order, as the specimens herewith will show.

# Elgin Business Concerns Join in Patriotic Kindly Welcome to Returning Volunteer Soldiers

The approach of Washington's birthday and the return of the local military organization, Company E., I. N. G., prompted the Elgin, Ill., News in its issue of February 22nd, to afford the local business men an opportunity for displaying their patriotism and good will, in a novel and strikingly effective manner.

Sixty different firms and business men joined in the symposium. Three full pages were given up to cards of exactly the same size, twenty cards to a page, that contained in the upper left-hand corner a cut of the American flag with a portrait of George Washington in the center; to the right were the words, "Welcome Home, Soldier Boys," in display type, and beneath in each card was a toast or appreciative expression signed by the name of the firm or business man. Here are a few of these appreciative expressions of good will:

"Elgin is proud of you. We all appreciate your willingness to respond to your country's call."

"Elgin always did furnish the real material. We're glad to have you back safe and healthy."

"We were pleased at your promptness in responding and trust there will be no occasion for you to be called out again."

"We admire your patriotism. Glad to have you home again."

"We welcome you all home because we love you and have missed you."

The advertising on other pages partook of the same sentiments and the following from one, occupying much larger space, in which the women, who are, after all, the greatest sufferers from war and war's alarms, seemed especially appropriate:

"Welcome, thrice welcome home, to the brave men who left position, home and loved ones prepared to fight for the safety and honor of their country.

"And to mothers, wives, sisters and sweethearts of these brave volunteers, we extend our heartiest congratulations on their safe return."

The lesson, which we have often urged, is that of keeping the newspaper at all times up to the prevailing interest and spirit in the community. The people like to take a part on the special occasion. The reason that holiday editions can be made so popular and, frequently, very profitable, is because of the general interest thruout the community, when all are awake to, are thinking of, and co-operating in the celebration and enjoyment of the one great occasion. The unifying of sentiment in a community is one of the greatest services of the modern newspaper, profitable alike to the publication and to the people.

# Journalism at Ohio State University

## By Bert Chambers, Ohio State University

JOURNALISM now occupies an important place in the curriculum of Ohio State University. Starting with one course in newspaper writing, the department has now developed into a comprehensive course, in a college by itself, giving a degree of Bachelor of Science of Journalism. The department has grown along with the departments in other colleges and now stands tenth in the United States in the number of students enrolled. This year there are a total of one hundred and four students taking the various courses.

The first two years of the student's course are spent in the arts college, where the courses requird for entrance into the College of Commerce and Journalism are those that would give the individual a wide and fundamental basis in all of the sciences, particularly economic, social and political. In the College of Journalism, where the last two years of study are required to obtain the degree, the courses are divided about equally between those that are technical and those that are of a practical and cultural nature.

Students are offered the unusual opportunity of practical work on the campus daily newspaper, owned by the University and published in its own model plant, where they also have the chance to learn something of the mechanical problems of newspaper production. All of the students are required to do a certain amount of specified work on the paper as a part of their laboratory work. In this work they have the criticism and help of experienced newspaper men but at the same time there is enough independence of action to allow the student to show his originality and resourcefulness. The theory and the discussion in the class room are thus made practical by the work in the editorial rooms of the plant.

The editor of the college paper is one of the students in the senior year who has shown particular ability in that line. He is chosen by the head of the Department of Journalism and works under his direction. Under the editor are the issue eidtors, who correspond to the city editor on the large papers. These men are responsible for the news of each issue. They assign reporters to stories, edit the copy and write the heads, correct proofs and superintend the makeup. Reporters cover all the news on the campus and write their stories under the direction of the issue editor. All of the work is made as similar to the work on the citw newspapers as possible.

The paper, which is a daily, carries a considerable amount of advertising which is taken care of by students who prefer that side of the newspaper to the editing and reporting. Circulation is also managed by the students, including the maintaining of the subscription list, which at the present time totals about three thousand.

All of the regular instructional work of the text book and the class room is supplemented by lectures and addresses from time to time by experienced newspaper men from the city papers of Columbus, who give good sound advice, learned from the school of experience, to the students. Many of the students find time to work on the three city papers in the city, whose attitude towards the college of journalism is most cordial. The college is turning out men that are taking their places in the world of journalism with distinction both to the college and to themselves.

### ETHICAL JOURNALISM

Students and Professors at Ohio State University firmly believe that some form of a code of ethics should be adopted by all newspapers if the profession is to command the respect that is due it, from the reading public. It is charged that papers are run without a moral sense of the consequences of the things they do. A code of rules for the conduct of newspaper men would answer these charges and show the complainer that an effort was being made to do the right thing. One of the courses at the university has been devoted to a study of the codes in other professions and the formulating of a code for journalism. Open discussion on the rules offered was carried on in class and the canons finally adopted after weak points were eliminated. Graduates are to make an attempt to put the rules into practice as soon as they leave school. The following were the rules agreed upon:

With the growth of the newspaper into an influential institution, the journalism profession has become one of wide responsibilities and duties. The press exists by the sanction of the public. If it is to prove its right to such sanction and hence to existence, it must adhere to high standards of conduct, for only by such a course can it carry out its duty to the public, which supports it. The standards which must govern the press and the journalistic profession are fundamentally those of honesty and fairness; but as definition and application of those principles are desirable, it is the purpose of this code to set down certain rules with the understanding that they do not cover the whole field of journalistic ethics.

(View of the composing room of the college paper at Ohio State University. The room is constructed on the most modern lines and all of the equipment is new. Large windows like the ones employed in modern shops give an evenly diffused light well adapted to the composing room. Here the students in the Department of Journalism get out the college daily.)

1. The newspaper man must keep sacred information given him in confidence. Such information should not be used without the consent of the informant. Care must be taken by the newspaper man not to accept confidences that may embarass him or his newspaper. The reporter should refer such cases to his superior.

2. Dishonest methods should not be used in the gath-

ering and publishing of news. Thieving and lying are just as disreputable in one kind of work as in another.

3. No form of bribery to obtain supression, coloring of news, or editorial is permissible. This means the acceptance of money or its equivalent, social or political favor, advertising or circulation offers, intended to gain the influence or good will of the newspaper.

4. Every effort must be made to give all sides in every news story which has more than one side, and in the same issue. It is not fair to print one version in one issue and another in a following issue, when it is possible to print all sides in the same issue, as there is no assurance that the same readers will see all sides under such conditions. One side is not the whole truth.

5. Do not wilfully color the news. Get the facts accurately as far as possible, and then weave them into a straightforward, unbiased, unprejudiced story. Do not suppress, distort or exaggerate facts. The news columns are for facts and the editorial columns are for argument, opinion and comment.

6. Every injustice done by a newspaper should be corrected at the earliest possible moment, conspicuously and ungrudgingly. This is not a matter of avoiding a threatened libel suit, but of fairness and justice.

7. Courtesy and tact are required of newspapermen. Good manners should characterize news gatherers and editors in their dealings with the public. Not only because such conduct is correct in itself, but because the public judges the newspaper by its representatives.

8. The newspaper man should not show malice in his work, for by so doing he shows cowardice and unfairness; he is unfair to his readers for they may not perceive the wrong motive; he is cowardly because the object of his malice may not have an equal opportunity to reply.

9. Privacy must not be wantonly invaded. Altho it is necessary for the good of the community that evil should be exposed, the newspaper writer must never go to the extreme of holding up to ridicule or contempt or unreasonable publicity, persons who are not properly a part of the story.

10. The newspaper must preserve accuracy in the news and the editorial. Fidelity to truth is of first importance. Ethical journalism can not excuse any preventable inaccuracies.

11. Ethical journalism requires that advertising be truthful and genuine, idea-producing, as well as clever in form of lay-out and expression, efficient, accurate, clean and wholesome. The newspaper should preserve the right to censor, revise, or reject any copy that may be inimical to its standard of ethics.

12. The newspaper should strive to educate and uplift its community, supporting and initiating movements to that end. To refrain from doing the wrong things is not enough. Active work of a constructive nature is also necessary.

## WHAT THE ADVERTISING CONVENTION AT ST. LOUIS HOLDS FOR PRINTERS

The one big problem of the average printer is price competition. Save for that, he would sleep o' nights—aye, even the night before the day when the payroll is to meet.

A great many printers have found that the one best way to meet price competition is to sell a little more than a good product at a fair price. They need to have something else to sell—a little extra service that can be tossed into the bargain.

The value of his product has some peculiar phases. In addition to the value which he can put into it, is the value which the customer must put into it by using it intelligently, this referring especially, of course, to the large and growing amount of printed matter turned out to be used as advertising matter.

He must know what the best, latest and most practical ideas are before he can pass them on the customers so a means for making their advertising more effective.

The printer may not take time to swap experiences with his competitors, tho he realizes how valuable it is to meet men in his own line and "talk things over" and to hear success competitors tell what they have done and how.

About the only real opportunity a good many business men have is to get clear away from the routine of their business—to get away to the annual convention of the Associated Advertising Clubs, or some similarly helpful gathering, where there is nothing to do but the one important job of talking things over with the other fellow. And this is the reason for the mention here of the annual meeting of advertising men in St. Louis, June 3 to 7, and the annonucement that a printer does not have to be a member of the Associated Advertising Clubs to attend the sessions.

By attending such a meeting, the printer absorbs practical pointers on making better profits. He gets to the original source of practical information. He increases his ability to make his customer a better advertiser and at the same time increases the value of his printed product to the user; for, as soon as a customer finds that the product he buys from a certain printer is profitable, he uses more of that product—and the printer's profits also increase.

At the St. Louis Convention the printer will get a new inspiration and fuller realization of the magnitude of the business of which he is a part. He will make new local friends on the trip, know his competitor better and his customers will see that he is progressive.

The convention itself will be almost as if peculiarly arranged for the printer. At the Philadelphia convention last year there was no more important or impressive departmental than the graphic arts sessions. A speaker at that departmenal, Benjamin Sherbow, won the Higham medal and cup for the most constructive paper in the fewest words presented at the convention and the meeting was notable in other particulars.

It is in these sectional meetings that the printer gets right down to cases. They talk problems with one another —problems that each faces every day. They talk better service and how to give it; how to give the right effect to their work; how to advertise their own business better.

It has been demonstrated that these sessions offer a great opportunity for printers to do two things on which hang their bread and butter:

To make a better product.

To give a better advertising service to customers.

When the printer comes away, he feels keyed up to a new vibration and it is reflected in his cash drawer.

In addition to the graphic arts departmental meeting, there will be other interesting meetings suited to men of the "art preservative."

The direct-mail division is in direct line in solving the problems of printer customers. Here the printer not only gets ideas for his customer, but for his own business.

Another profitable channel the printer will find charted and open for him is the house organ division. Many print shops have their own house organs, as well as printing house organs for others. At these house organ sessions, the printer will gather ideas that will profit his own paper and help him give customers a better house organ service.

Again, there is the advertising exhibit which will be,

this year, as usual, a veritable storehouse of information for the printer. Here he can get a slant on the newest ideas in typography, not only for himself but for his customer.

The exhibit will be full of ideas on how direct mail matter has been used, both as a primary effort and in following up campaigns in other mediums. It will teem with ideas for the alert printer to pass on to his customers.

In addition to these, the printer attends various other departmental meetings where printing will be discussed, for it is inevitable that the printing business should be touched upon in every departmental, for all people in all lines of advertising must use printed matter.

At former conventions, some printers have analyzed the departmental programs, many of which are in session at the same time, and have planned to move from place to place, picking up the things of greatest interest and value to him individually. Perhaps it is a paper in the financial advertisers' departmental he wants to hear, so as to carry some ideas and inspiration back to a bank customer; the next hour a paper before the retailers on attractive enclosures to send with bills; next a discussion of color harmonies by the posters—and so on through the interesting sessions of the convention.

And all the while he is gathering information and inspiration that will help him defeat that one big enemy of printing profits—price competition.

## NEWSPAPERS MUST BE INTERESTING

"Every news story, every editorial, every advertisement in a daily or weekly newspaper, besides being interesting, must be helpful, not harmful, in its effect on the readers," said Prof. Willard G. Bleyer, head of the Course in Journalism at the University of Wisconsin, in an address on "A Constructive Policy for a Newspaper," given at the recent meeting of the Central Wisconsin Press Association.

"Even news of crime and scandal, altho usually small in amount in the average weekly paper, can be written in such a manner as to have a wholesome, deterrent effect on the readers. More important than any other news for a home paper is that which has to do with the upbuilding of the community in which the paper is published.

"The editor should keep in mind the typical family in his community and should undertake to publish a paper that will appeal to every member of that family, from the youngest to the oldest. It is much easier for the country editor to do this than it is for the city publisher.

"The country publisher's first task is to analyze his circulation to determine what proportion of his subscribers live in town and what proportion in the country. Then he should give each class of readers a proportionate amount of news of primary interest to them. It is easy to forget the half or two-thirds that live on farms and to edit a paper primarily for the one-half or one-third that live in the town.

"Editorials in the country paper should bring the current state and national issues into closer relation to the home and business interests of the readers. They should also help the farmer and the man in the town to see his relation to the important questions in the state and the nation.

"The same standards must be applied to the advertising columns that are applied to the news and editorial columns. Advertisements must be interesting and attractive, but they must also be helpful, not harmful, in their effect on readers. Unfortunately editors and publishers whose news columns are above reproach, still lend the influence of their columns to advertisers of get-rich-quick schemes, harmful nostrums, fake bargain sales, and medical quackery, apparently unmindful of the injury that they are doing to their readers.

"When country merchants can be made to realize that their ads in the weekly newspapers should be as attractive as a page of a catalog and that these pages of a catalog go to the readers not once but fifty times a year, they need not fear outside competition.

"A good country weekly that makes its news, editorials and advertisements interesting and helpful to the members of the community in which it is published, will have no difficulty in making its influence felt and in succeeding financially. The paper that appeals to every member of every family will never lack subscribers."—Wisconsin Press Bulletin.

## PRICE OF PRINT PAPER FIXED

The following was printed in the New York Journal, under Washington date of March 5:

The Federal Trade Commission has accepted a proposal by news print paper manufacturers that it fix a price for the product and named $2.50 a hundred pounds as a reasonable charge. Higher prices are set for paper in less than carload lots and for sheet paper.

Aceptance of the arbitration plan was announced by the commission in a preliminary report to Congress in its news print investigation, saying there had been no real shortage of paper. The commission's findings were outlined in the following summary:

"The increase in the selling price of news print paper for the year 1916 was in most cases greater than could be justified by the increases in cost.

### Economy Recommended

"There is not now and has not been a serious shortage of news print. The commission finds that there is enough news print paper to meet all the strictly necessary demands of publishers during 1917. There is, however, a close balance between supply and demand, and the commission recommends the strictest economy in the use of news print paper.

"The system of distribution of news print paper is faulty. By reason of this fact, the close balance between supply and demand could easily be developed into local shortage, and this situation was taken advantage of and exaggerated by artificial means. Reports of the alleged shortage were widely circulated for the purpose of justifying high prices. Keen competition among the comparatively unorganized publishers, who, in their anxiety to assure themselves of the necessary supplies of paper, bid feverishly in the open market, helped to make the situation more acute.

"The increase in prices has been due in part to the fact that free competition has been seriously restricted in the news print paper industry. Important manufacturers in the united States and Canada were banded together to secure unreasonable profits.

"Some small publishers have already been put out of business, more are likely to suffer the same fate and some large publishers will be financially ruined and many others will be unable to make any profits unless conditions are remedied.

### Serving as Arbiter

"The commission directed its efforts to a discovery of the facts affecting the economic and legal sides of the question, and within the limitations of its power sought to restore also competitive conditions in the industry and at the same time to bring such immediate practical re-

lief as would prevent serious financial distress and injury while the processes of competition were being restored."

The commission makes it clear that it is not acting as an agency of the Government to fix prices, but is serving only as an arbiter. It declined to act until both publishers and paper jobbers agreed to the manufacturers' proposal and promised co-operation. Jobbers have agreed to handle and distribute paper put at this disposal by the commission at the rates the commission prescribes.

The prices fixed will be in force for six months, and contracts calling for prices higher than those set will be abrogated. Besides the price of $2.50 at the mill in carload lots, the commission named these prices: Less than carload, $2.85, news print sheets in carload lots, $3.25; less than carload, $3.50. Jobbers will charge not more than 5 per cent on carload lots, 12½ per cent on less than carload lots and 20 per cent on less.

## FUNDAMENTAL PRINCIPLES OF THE STANDARD COST FINDING SYSTEM

From the Typothetae Bulletin, March, 1917.

The principles of the Standard Cost-Finding System are simple and effective as a basis to ascertain the Cost of the productive hour in the various Departments, and, as well, the Cost of any completed individual Job.

Productive Hours Method.—For the purpose of arriving at the Cost of Production the Standard unit of production is the Productive hour in the different Departments. Where the Labor is hand the Man hour is the basis. Where Machines are the producing unit the distribution must be on the basis of the Machine hour.

Standard Hours Cost.—The standard hour Cost is the gross Cost inclusive of labor and all Overhead expense, Departmental and Office.

Departmentalization.—The departments are divided according to operations of manufacture. Separation is made as far as practicable according to kinds of Hand work employed, and division of Machines where there is dissimilarity of Investment, and Output.

Normal Costs.—The Costs are ascertained monthly and by months added together until a period sufficiently long has elapsed to obtain a true average Cost covering varying conditions. The true basis is the average for the preceding twelve months, obtained by dropping the first month and adding the last month.

Fixed Charges.—Rent, Insurance, Taxes, Depreciation and Interest on Plant Investment.

Ink.—Iink should be charged as a special item and not included in the Cost per hour of presswork.

Division of Expense.—The distribution of the items of Expense belonging to the different departments is made as follows:

Mechanical Payroll.—Divided as per workmen's time reports in the various departments; Foreman's salary distributed over department he supervises.

Salaries.—Administrative, Managerial and Clerical.—Entered as payroll in General Expense Column.

Rent and Heat.—The basis of distribution is the used square feet. The total used square feet divided into the total Rent charge gives the charge used square foot. This result multiplied by the Departments's used area gives its proportion of the Rent and Heat expense.

Light.—Divided according to the number of gas burners or candle power lamps used in each department.

Power.—Power is distributed on basis of horsepower hours and is found by multiplying the horsepower of motor on a Machine, or group of Machines, by the actual running hours and dividing the same into the Power Charge.

Insurance.—This expense is distributed on the basis of the value of the Department's equipment. Boiler Insurance is a charge to General Expense.

Taxes.—Distributed on same basis as Insurance.

Interest on Departmental Investment.—Interest on Capital invested in equipment should be inclued to get the true relative Costs. The basis of distribution to each department is at 6 % or the regular rate of interest on the value of the equipment in the department. (In Preparing a Profit and Losss Statement, this reserve for Interest on Plant Investment should be returned to income.)

Depreciation.—The initial cost of a Machine and its Equipment, Type, Furniture and Fixtures, is to be taken as the basis for Depreciation. This intangible expense for wear and obsolence is distributed over the department equipment on an estimated life of four years for type faces (25%); ten years for Machines, Furniture and Fixtures (10%).

Bad Debts.—A monthly reserve to anticipate uncollectable accounts, based on 1 per cent of the total sales for the previous year and charged to General Expense.

Spoiled Work.—Charged to the department at fault when possible, otherwise to General Expense.

Department Direct Expense.—Includes all items of expense which can be charged to departments. No items should be charge to "Miscellaneous Expenses" that can be charged direct to any department.

Repairs.—Charge direct to Departments concerned.

Office Expense.—Stationery, postage, etc., charged to and absorbed through General Expense.

Advertising.—Advertising of whatever form should be charged to Selling Expense.

Cartage and Car Fare.—Outgoing Freight, Shipping and Parcel Deliveries charged to and absorbed thru Stock Handling and Shipping.

Total Selling Expense.—Includes Salaries, Traveling Expenses of Sales force, Advertising, Miscellaneous Selling Expenses, and all Fixed Charges when a Sales Department space is occupied. Absorbed thru general expense or treated as a separate department. For preserving uniformity in preparing the Composite Statement Total Selling Expense is carried into General Expense column and distirbuted over Mechanical Department.

Total Stock Handling and Shipping.—This expense is made up of Payroll, Miscellaneous Supplies, and its proportion of Fixed Charges. Absorbed through general expense or treated as a separate department. For preserving uniformity in preparing the Composite Statement, Total Stock Handling and Shipping is carried into General Expense column and distributed over Mechanical Departments.

Total General Expense.—These expenses cover Administrative, Managerial and Clerical salaries with its proportion of Fixed Charges, Office Expense, Miscellaneous Expense, Light, and reserve for Bad Debts.

Total Department Cost Without General Expenses.—Being the total of the department expense, including payroll.

Distribution of General Expense.—Prorated on basis of department cost.

Total Cost of Departments.—Total Department Cost, to which is added the prorated portion of General Expense.

Chargeable Hours of Each Department.—Total productibe hours as shown by the record of productibe and non-productive hours in each department.

Net Cost per Chargeable Hour.—Found by dividing the

total cost of department, including prorated General Expense, by the number of productive hours in that department.

Percentage of Department Productive Time.—Determined by dividing the total productive hours by the possible hours in the department. When the man hour is the basis, the percentage is the number of productive hours as against the total mechanical hours paid for. When the machine is the producing unit the productive hours are divided by the machines' possible hours. In other words, the latter percentage is based on the hours a machine could run while the plant is in full operation rather than the hours it did run.

## NEWSPAPER EDITORS COMPLETE WORK OF THREE SESSIONS

**Trouble Caused By Misplacing Period and Cap "H" Wrongly Used—Department of Journalism Approved. —Mr. Hosmer of the N. E. A. Heard and Endorsed with an Appropriation**

Lincoln, Nebr., Feb. 24, 1917.

Editor National Printer-Journalist:

Friday, February 23, 1917, the Nebraska Press Association completed the work of the 1915 annual session, lasting over three periods or sessions. Owing to the fact that the schedule for the 1915 meeting was the trip covering the western part of the state, with sessions held at Scottsbluff and Gering, so much of the time being taken up with viewing the country and feeding on sugar beets and other delicacies, the business of the session was transferred to a date at Lincoln last November, and later to the final meeting last Friday.

The final meeting was merely for the ratification or rejection of the new constitution, which contained the section for the providing for a paid secretary bureau. Owing to a period being in the wrong place, and a cap "H" where it should be a lower case, the constitution was made to read that every member joining the association must pay the dues as required under the "paid secretary bureau," and this caused much dissension among the members, who did not care to take this step, and were ready to fight the same. But the matter was adjusted amicably, and any person can join the association as before, and the "paid secretary bureau" will be in a class by itself.

The association went on record by unanimously adopting a resolution favoring a "Department of Journalism" at the State University, and commending Prof. M. M. Fogg, who has conducted the class during the past year.

A. C. Hosmer, of the National Editorial Association, was present and gave a splendid talk upon the work of the N. E. A. in regard to the news-print combine, and stated many facts relative to the print combine. The association pledged fifty dollars to the N. E. A. to assist in the work, and commended the association for the great work which they had accomplished and which is still unfinished.

There were about sixty members of the association present, and in the afternoon appeared before the legislature, which is in session, in a body with reference to legislative matters pertaining to the newspaper fraternity.

The members were entertained at lunch by the Commercial Club, and at a six o'clock dinner at the University College of Agriculture, of which we think we have one of the finest in the world.

A meeting of the association for social pleasure only will be held in the city of Omaha, June 18, 19, 20, 1917.

HENRY ALLEN BARNERD,
Past President N. P. A.

## JOURNALISM IS TAUGHT IN EIGHTY INSTITUTIONS

From "The Greater South Dakota," published by the South Dakota State College of Agriculture and Mechanic Arts, Brookings, S. D.

Courses in journalism are now taught in about 80 universities and colleges, and 31 of these institutions have separate departments or schools of journalism, according to a directory of teachers of journalism just published by Prof. H. Getz, of Ohio State University, Secretary of the American Asociation of Teachers of Journalism.

Of the 28 state universities that give instruction in journalism, 15 have separate departments of journalism while the others teach courses in connection with the English department. Of the 12 state colleges (or agricultural colleges) and schools that teach the subject, five have regular departments. Among privately endowed, municipal or denominational schools, 40 teach journalism, and 11 have departments of journalism.—U. of Wis. Press Bulletin.

About a fourth of the seniors at South Dakota State college are studying agricultural journalism. The course embraces the study and practice of newspaper style, and writing agricultular "stories" for farm papers. The students will also be given practice in advertising farm products.

## BY AUTOS FROM SAN FRANCISCO

The delegates, who will represent the Advertising Club of San Francisco, Cal., at the annual convention of the Asociated Advertising Clubs of the World at St. Louis in June will make their trip across the country in automobiles. The tour, which will be known as the "On to St. Louis Tour," is being actively backed by the automobile dealers of San Francisco, many of whom, altho not advertising men, will make the trip, which will take several weeks' time and cover thousands of miles of territory.

Many entries have been received by the committee in charge of the trip, and approximately two hundred cars are expected to start on the journey, it has been announced. Many of the dealers and manufacturers have signified their intention of entering machines, because they will be given ample opportunity during the run to show what kind of usage they will stand up under.

So soon as the news that such a trip had been proposed spread along a possible route, civic bodies, chambers of commerce and other commercial organizations began to make bids to have their villages, towns or cities included among the stopping places at which the delegation will be entertained.

That the delegates will find ample and hospitable entertainment awaiting them at every stopping place along the way is assured.

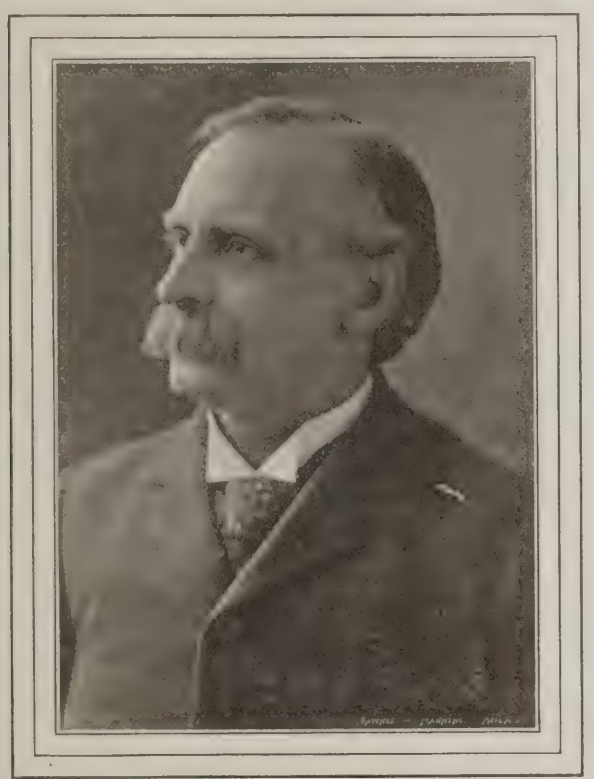
Many cost reports for the year 1916 of the individual members of the United Typothetae and Franklin Clubs of America have already been received at National Headquarters to be used in the compilation of the Composite Statement of Cost for the past year. Several weeks ago the membership received a blank to be used in compiling their report, with letters of instruction, and are promptly responding to the request from headquarters, that they submit their cost statement at the earliest possible moment. The report this year is very much more comprehensive in its scope and the National Organization is looking forward to the best reports they have ever received.

# A Real Lincoln Birthday Celebration

## Editorial by A. E. Winship in Journal of Education, Boston, Mass.

Practically every year since the death of the first martyr President, I have celebrated the anniversary of the birth of Abraham Lincoln, always in a city, always in evening dress, always with a long array of courses from oysters-on-the-half-shell to ices and demi-tasse, always with a sense of the unfitness of it all. It might be appropriate to have such a celebration of the anniversary of Lincoln's Inauguration as President of the United States, but of his birth—never. That can only be appropriately celebrated in the Cumberland Mountains.

Go with me on February 12, next, to a place far up on the mountain side, near the trail made sacred by the ad-



A. E. WINSHIP
Editor Journal of Education, Boston, Mass.

ventures of a great pioneer, Daniel Boone, and we will be on the most remarkable square of earth between the seas. Stand there and realize that your feet are at the same time in Virginia, in Tennessee and in Kentucky, that like a Claude Lorraine glass there are beneath your feet all the tragedies and triumphs, comedies and comforts, griefs and glories of the most remarkable people under the stars and stripes.

In 1920 we of Massachusetts Bay will talk long and loud of Puritan Maidens and Pilgrim Fathers, but let us hope that there will no cross-questioning to make us confess to all the seepage of other nationalities into our traditionally glorious heritage, or to the leakage of the simplicity of our pilgrimages or of the orthodoxy of our Puritanism.

But on the celebration of Lincoln's birthday in 1917 let us go out on the Dixie highway only ten minutes away from the oratory from Washington, New York and Chicago, and look down into gulches and see shanties out of which bevies of boys and girls come streaming. These are real native Americans, undiluted by seepage, unweakened by leakage.

You may feel toward these purer native stock, than you are, much as the cap-and-gown valedictorian feels as he presents his homespun mother to the wife of the University chancellor.

Do I hear you say: "If these are pure native Americans, give me the artificiality of a later civilization."

But wait a moment till I introduce Dr. William A. McCall of Columbia University, whose report on research revelation is the latest word and highest authority with the medical and scientific world. Wait till I introduce Jennie Burkes, deputy to the state superintendent of Alabama, whose paper at the Detroit meeting of the Department of Superintendence of the National Education Association last February was one of the most thrilling deliveries of the week. Wait till you hear Alonzo B. Harmon tell you about the sccience of agriculture as he is demonstrating it with pure breeds of cattle and hogs.

McCall, Miss Jennie and Harmon would be in mountain homes today but for that which has been done for them in the name of Lincoln, and they merely typify the wondrous work achieved with many already and that is to be achieved with thousands yet uborn in these homes when birth release is a more religious conception than birth control.

Here amid the echoes of the thunders of superstition and prejudices, under the rainbow arch of promise, several hundred of America's most patriotic statesmen, publicists, philanthropists and educators will genuinely honor the memory of Abraham Lincoln on February 10, 11 and 12 of 1917.

"L. M. U." are the magic letters of the mountains of North Carolina, Virginia, Tennessee and Kentucky. These letters mean as much for 500 miles north and south and 100 miles east and west as "Y. M. C. A." and Y. W. C. A." mean around the world.

"L. M. U."—Lincoln Memorial University— has already achieved so much for America, for God and humanity, that if the doors should be closed today its influence would be magical for 100 years.

General Oliver O. Howard, on many a battlefield, as confidant of Lincoln and Grant, wrote his name large in American history, but he wrote it vastly larger in his vision for "L. M. U.," in his constructive enterprise, in his christening of a new civilization all over the Cumberland Mountains.

When Fred Field of Brocton, Massachusetts, in August of 1916, paid $35,000 for a wonderful Holstein sire, he said: "That animal will ultimately raise the per cent. of butter fat of 100,000 cows on New England hills."

The consecrated devotion and intelligent importunity of General Howard, George A. Hubbell and their associates have provided the opportunity for successful men and women to provide for an institution without a peer in the privileges it affords for extending culture and intensifying agriculture, for heightening personal efficiency, and broadening the nobility of the sons of a race of most worthy native Americans.

From the Lookout, Chatanooga, Tenn.:

**Notable Celebration of Lincoln's Anniversary—Governors, College Presidents, Members of Congress, Financiers and Editors Present for Most Remarkable House Party Ever Given in America.**

A memorable celebration of Lincoln's birthday took place at Lincoln Memorial University at Cumberland Gap, where three states meet. The twentieth anniversary of the University was also the occasion of the celebration, and a number of distinguished men and women of America were invited to the three day's house party in the University.

It was transformed into a great Patriotic meeting and enthusiastic resolutions were passed endorsing President Wilson, expressing confidence in his wisdom and courage in a situation more serious than any of his predecessors, save Abraham Lincoln, have faced. The message was flashed by wire to the President.

The host of the occasion was a member of the Board of Trustees, whose modesty prevented any open announcement of the fact. The two hundred and fifty guests present enjoyed his hospitality and the chartered special trains from New York and Chicago were by his courtesy. The New York party of ninety-two guests and the Chicago party of a hundred remained in the Pullman cars, which were parked. Other guests were lodged in the dormitories. The check sent to cover the expenses of this unusual party was for ten thousand dollars.

Chancellor John Wesley Hill and President and Mrs. Hubble entertained the great number of guests in a gracious and charming way.

The guests were lodged in the dormitory buildings and served by the boy and girl students. The Domestic Science Department cooked and served the meals during the entire house party.

Among the very well known people present were Governor A. O. Stanley, of Kentucky; Dr. A. E. Winship, editor of the Journal of Education, Boston; Mr. William S. Shields, of Knoxville; Colonel John Bell Brownlow, of Knoxville; Mr. Henry S. Barker, President of the University of Kentucky; Dr. W. S. Currell, President of the University of South Carolina; Dr. J. A. Morehead, President of Roanoke College, Virginia; Mr. Joe Mitchell Chapple, of the National Magazine; Leslie M. Shaw, former Secretary of the Treasury, and Miss Shaw; N. C. Raff, of Canton, Ohio; Dr. S. J. McPherson, Headmaster Lawrenceville Boys' School, New Jersey; Senator Robert L. Owen, of Oklahoma; President Marcus M. Marks, of the Borough of Manhattan, New York, Reverend R. Keen Ryan, of Illinois; C. C. Calhoun, President of the Southern Society of Washington; Newton W. Gilbert, former Vice-Governor of the Philippines; Senator Charles E. Townsend, of Michigan; Dr. Henry Allen Tupper, Special Peace Commissioner to Mexico; Mr. Francis Gierson; Jacob E. Meeker, Congressman from Missouri; Senator Norris, of Nebraska; Caleb Powers, member of Congress from Kentucky. Don Farnsworth, of Washington, the editor of "Farnsworth's Fundamentals"; Dr. W. A. Ganfield, President of the University of Kentucky; Dr. J. S. Morehead, President of Roanoke College, Virginia; Mr. McClinock, member of Congress from Oklahoma; Mr. Taylor, member of Congress from Chicago; Mr. S. S. McClure, owner of McClure's Magazine; Mr. Rathbone, of Chicago, son of Major Rathbone, who was in the box when President Lincoln was killed. Mr. Rathbone's mother was also in the box, she and Major Rathbone were then engaged, Mr. Rathbone was accompanied by his wife; Senator James Watson, of Indiana; Scott Ferris, member of Congress from Oklahoma; Dr. A. E. Smith, President of Ohio Northern University; Mr. William B. Howland, President of the Independent and Harper's Weekly; Milton N. Harrison, of New York; C. A. Benscoter, of the Southern Railway; Dr. Jenkins Lloyd Jones, noted settlement worker; Mayor Thompson, of Chicago; Dr. and Mrs. Eager; Bishop Fallows, of Illinois; R. N. Nelson, of Newport; C. C. Miller, of Lancaster, Ohio; T. B. Ford, of Hiram, Ohio; Mr. Ellis, member of Congress from California; H. S. Graves, Department of Forestry; John C. McLaughlin, member of Congress from Michigan; Frank Reavis, member of Congress from Nebraska; Charles H. Sloane, member of Congress from Nebraska; Albert Johnson, member of Congress from Washington, Mr. Seiberling of Akron, Ohio, President of the Goodyear Tire Co., and Mrs. Seiberling; Dr. Avery of Cleveland, Ohio; Miss Zella Armstrong, Publisher of the Lookout; Dr. Meyers, the founder of the University, Mr. Benjamin B. Herbert of Chicago, and many other people of national interest.

A million dollar endowment fund for Lincoln University was agreed upon during the meeting and two hundred thousand of the amount was given to the trustees.

Mrs. Seiberling's splendid and beautiful interpretation of several patriotic songs added much to the pleasure of the guests. Other musical numbers were given by the bands from Washington and Chicago and the University Glee Club.

Lincoln Memorial University was chartered February 12, 1897, "to make education possible to the children of the humble, common people of America, among whom Lincoln was born." The primary object was to teach the mountain youth the best methods of farming and mechanic arts, and to provide him with normal, academic and collegiate training.

In the early nineties an English syndicate laid out and developed near Cumberland Gap some grounds for an immense four seasons' resort. The enterprise was soon abandoned. Rev. A. A. Myers, of Hillsdale, Michigan, a worker among the mountain people of the South, who was conducting the little Harrow school at Cumberland Gap, saw the opportunity to gain the grounds for another school that would have a much greater range of service. He appealed to General O. O. Howard, a friend and favorite officer of President Lincoln, who had learned during the military campaigns of 1863 to love and respect the people around Cumberland Gap.

General Howard responded, with the commission of the martyred president still burning in his heart. In the fall of 1863, when he had been summoned to Washington by the president, he had described the bravery and the goodness of the people whom he had met in the Southern mountain country near Cumberland Gap.

"I shall never forget the look that came from the eyes of that wonderful man as he listened to me," said General Howard in telling this story of Lincoln. "He came from such people, and his big heart went out to them. He laid his enormous, bony hand on my shoulder and said to me: 'Howard, if you come out of this horror alive and I pray God that you may, I want you to do something for those mountain people, who have been shut out of the world all these years. I know them. If I live I will do all I can to aid you, and between us we can do them the justice that they deserve. Please remember this, and if God is good to us we may be able to speak of this later.'"

This commission to a loyal soldier, the vision of the

consecrated Mr. Myers, an abandoned enterprise of capitalists, the only thousand dollars of the noble-hearted, sacrificing Mrs. Myers, and the help of some other friends, combined to make Lincoln Memorial University possible. A single large building, formerly used as a sanitarium, and 580 acres of land were obtained. The sanitarium was christened "Grant-Lee Hall," and the colors adopted for the college were blue and gray, emblematic of a reunited country.

As ninety-two addresses were made in the course of three days, it is quite impossible to mention them all. Dr. Hill's tribute to the flag, Mr. Leslie M. Shaw's address, Dr. Currell's, Mr. Marks', Mr. S. S. McClure's Senator Robert L. Owens', Mr. C. C. Calhoun's, W. S. Shields' were fine.

President W. S. Currell, of the University of South Carolina, made one of the valuable and scholarly addresses, "Lincoln's Attitude Toward the South."

One of the eloquent addresses at the Lincoln Memorial University exercises was delivered by Marcus M. Marks, president of the Borough of Manhattan, New York City.

President Marks cancelled important engagements in New York and Washington to fill his part on the program, not only as a tribute to Abraham Lincoln and the work of the memorial University, but in token of his appreciation of Dr. John Wesley Hill, chancellor of the University.

"It was a pleasure for me to be present at the exercises," said Mr. Marks to the editor of the Lookout. Here in the far-famed Cumberlands where still lives the sturdy stock from which Lincoln and other American immortals came. And to these mountaineers has come, thru the Lincoln Memorial University, opportunities for education that will enable them to go forth into the world and fight the battles of life on a level with those in the lowlands. The University typifies the life lesson of Lincoln that 'what we do that is worth doing in the world can help us only because it helps others.'"

Borough President Marks is president of the National Daylight Saving Association and is the sponsor of the bill now in Congress to turn the clocks of the country forward an hour, thereby gaining sixty minutes of sunlight daily for five months in the year. At the memorial exercises, he received many endorsements of the plan from Senators, Representatives, Educators and others present.

Mrs. Arthur, of Middlesboro, was an interested visitor at the Linconl ceremonies at Lincoln Memorial University . Mrs. Arthur is the widow of Colonel A. A. Arthur, the famous Englishman who laid out the grounds of the present Lincoln University, and established the Four Seasons' Hotel. Middlesboro also was established at this time and with the English capital which Colonel Arthur represented. The Arthur home, palatial in its style and furnishings, is now the music department of the University. The magnificent plans which he made are now foundation for the University and the million dollar endowment.

**An Incident of Monday Evening, Feb. 12, Told in Two Letters of Interest to Members of National Editorial Association**

Lincoln Memorial University,
Harrogate, Tennessee,
March 6th, 1917.

Mr. B. B. Herbert,
4618 Ravenswood Ave.,
Chicago, Illinois.

My dear Mr. Herbet:—The presentation of your picture to the University at the time of the Lincoln celebration was a gracious and beautiful exercise. The genuine affection in which you are held here and the appreciation of the many and varied services that you have rendered to your fellow man, all were in evidence. The touching and discriminating tribute on the part of Bishop Fallows, and the dignified, gracious, and appreciative acceptance by Judge Marvin on behalf of the University, will linger long in the memories of all who were present. As the President of the Institution, I wish to tell you how deeply I am gratified to receive this excellent portrait of a worthy and valued friend.

The portrait gathers new interest, and in a sense new value, when we remember that it was the tribute of the great Editorial Association which you, more than anybody else, have nourished and developed thru all these years until every member of it is proud to call you "Father Herbert." We treasure their veneration and affection for you and shall look upon this picture as a sacred trust, not only witnessing your own interest, support, and activity in behalf of the University, but testifying of the regard and affection of a great organization for you their leader.

I hope that in their travles here and there they will find it convenient to stop and visit us, and I would be delighted if an annual convention of the Editorial Association could be held here.

Cordially yours,
GEO. A. HUBBELL.
March 12, 1917.

Office of the National Printer-Journalist,
4620 Ravenswood Ave., Chicago, Ill.

Mr. George A. Hubbell, President Lincoln Memorial University, Harrogate, Tennessee.

Dear Doctor Hubbell:—I appreciate very highly your kind words in your communication of March 6th, with regard to the persentation of the oli painting on the recent occasion of the Lincoln Birthday celebration at Lincoln Memorial University.

I have complied with your expressed desire to have Lincoln Memorial University the final resting place of this tribute to me from the members of the National Editorial Association, because of the fact that I became associated with the University thru my efforts on behalf of the Asociation in securing a home and resort in the southland in the years 1895 and '96 and have come to regard the University as next to the N. E. A. in my affections and to look upon the institutionn as a means of accomplishing a great work, not only for the mountaineers, but for the whole nation. There can be no better site for a school, for the development of strong, self-reliant men and women than that selected by the leading physicians for an all season's hotel and sanitarium on account of its healthful and even climate, its beautiful and inspiring environment,—its mountains, valleys, forests and streams.

, It has been my dream for years, that this living memorial to President Lincoln would eventually come to be recognized and sustained thruout the nation. It is not only an ideal place for a modern university of high-grade and for practical training, for instruction in agriculture, dairying, the mechanic arts and other industries, but also in forestry, mining and engineering and for the developing of a complete botaincal garden that would represent the flora of the whole country. The surroundings are pure and enobling, grand and uplifting and the people are pure Americans loyal to high principles, and patriotic.

Washington had the ambition to establish a National

University at Washington for the training of statesmen but in the securing of accurate, reliable knowledge and clear understanding, perpective is necessary, and with the noble example before the students of the man for whom the University is named, I believe that a broader and more intelligent statesmanship can be secured at this school than would be possible amidst the immediate surroundings of the turmoil, plottings, struggles, corruptions and selfish ambitions of our political and business life, either in Washington or in any of our great cities.

, I hope, with you, that at no distant date, the National Editorial Association can visit Lincoln Memorial University. I want to see the members of the press identified with this great enterprise and I believe that a visit of the editors would be both beneficial to the press and to the university.

Again thanking you, with sincere regards,

Your friend,

B. B. HERBERT.

## ADVERTISEMENTS DIRECT THE LIVES OF THE PEOPLE

George Gordon Battle, speaking before the Advertising Club, 47 East Twenty-fifth Street, Manhattan, said that people in these days direct their lives from the moment of getting up to the moment of retiring, in accordance with the influence of advertisements.

"Such being the case, it is inevitable that this great force in our modern life, like all other economic and social forces, requires, as it increases from year to year, the regulation and restriction of laws, for it is the tendency of the times to regulate and restrain by law anything that may endanger the public health or public morals.

"I believe that the possibilities of advertising, so far from being exhausted, are but beginning to be appreciated, and it is a well established fact that advertising is the most economical and most efficient method of distributing commodities to the consumer."

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

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# Service to All Departments of the Newspaper

## The Business Side—The Functions of the Editor—The Feature Story—Advertising—Typesetting Machines—Getting the Story—Syndicate Features—Exchanges—Art in the Newspaper—Abuses of Paper—The City Editor and Reporter—Direct Aid—All by Practical Newspaper Men

HERE we are able to present, in brief, practical views by newspaper workers that touch every branch of the work. The extracts are from addresses delivered by men foremost in the work in the State of Washington with the serious intent of instructing and helping to practical, useful knowledge, and contain things worth while to all newspaper makers or learners, and all are, or should be, learners and students.

The thoughts are gleaned from the Bulletin of the University of Washington, which, under the heading of "Supplementary Lectures" gives an informing introductory statement, in part, as follows:

Every year in connection with the course in reporting, or elements of journalism, the Department of Journalism in the University of Washington enjoys a series of lectures by active newspaper men and women. The addresses for the most part are informal in character, and are on as many different topics of a journalistic nature as there are phases of journalism. The lectures are given weekly, and each occupies about 50 minutes.

"All the material brought out in these addresses is practical in origin and in purpose. The speakers one and all bring forth these observations from the depths of their personal experience in journalism. Their primary purpse in appearing before the Department in this course is to give the students the benefit of what they have learned in actual practice, at appreciable cost in time and thought and money.

### THE BUSINESS SIDE OF A NEWSPAPER

By Joseph Blethen, President Times Printing Company
Seattle, Washington

#### Four Distinct Lines of Business

"The publisher of a modern newspaper—whether that publisher be one man, or a partnership, or a corporation—has four distinct lines of business:

"(1) He has a technical and professional quality in that he produces every day a newspaper. This newspaper in a strictly professional sense is somewhat hard to define. No one can see the original of today's edition of any newspaper in the United States. It is not stowed away in a vault nor on the shelf of a library. One may see the first copy which comes from the press—but that is not the original of that day's issue. One may see the type, one may even see the proof sheets; but neither of these constitutes the original newspaper. On the contrary, the original of the newspaper is the expression of a systematic organization. Today's issue of any newspaper is the expression of that newspaper organization, just as my words to you at this moment are an expression of what I am, and what I know, and what this occasion means to me.

"You can go down tomorrow morning to the editor of any one of Seattle's newspapers, and say to him: 'Please show me the original of yesterday's paper.' But your request will be in vain. He could show you the typewritten sheets of his editorials, his news stories, and his telegraphic reports; he can show you the photographs, and the line drawings which we use in illustrating the paper; he can tell you about his system, his news sources, and he can even point out the men who do the work. But the original of that newspaper consisted largely in skill, just as the performance of a play may have scenery, lights, music, and the theatre, but consists largely of the skill of the actors. The Victor Talking Machine Company could show you the original record of one of Caruso's solos, from which many thousand copies may have been struck, but the original song, itself, was a transient thing. It commenced when Caruso began to sing into the megaphone, and when he stopped singing, it ceased. The original was an expression of Caruso as a musical artist. The reproduction of Caruso's voice by mechanical means falls under another head.

"(2) The next step in the duties of a publisher is to go out into the business district, and sell advertising space to the commercial interests in order that in the printed copies of his paper to be struck off, the mer

chants and manufacturers may place their messages to the people. The advertising side has become fully as important, and fully as professional as the editorial side of the modern newspaper.

"(3) When a publisher has produced this original of an edition of a newspaper and has sold advertising space therein, he then becomes a manufacturer, and proceeds to strike off by mechanical means many thousands of copies of the paper—the whole constituting what is called an edition. Under this head, the publisher is a manufacturer, and as a manufacturer, he faces all the problems of raw material, labor, and the management of a manufacturing plant.

"(4) His fourth business is to market the printed copies and deliver his daily production each day. In our particular instance, we are not retailers of our product to any degree worth mentioning. We may have a few transient sales of our paper each day over our counters, but the vast bulk—probably 99.9 per cent—goes from our hands as wholesalers to other people, who become retailers of it. The bulk of our papers go at a wholesale price to news dealers, carriers, and newsboys, and we get twenty-six cents a month for a paper, one copy each day; for these thirty or thirty-one copies, for which we get 26 cents, we send out about thirty-two cents worth of white paper. Of course, the retailer gets fifty cents a month in King County, and seventy-five cents a month outside of King County from each customer, but I am giving you my figures as a wholesaler—thirty-two cents worth of white paper sent out for twenty-six cents. Do you not see that if I were a manufacturer only, I would be losing money, and that I must get from problem No. 2, namely, the sale of advertising space, enough revenue to make up this loss of six cents on each reader, and all my other expenses, and my profit, if I am able to earn one. * * *

### Manufacturer and Wholesaler

"In the multiplying of the copies of the newspapers my problems are no different from those of a flour mill or a shoe factory. My problems as a wholesaler differ somewhat from the selling problems of the shoemaker and the miller, in that the shoemaker and the miller may store their product for a reasonable length of time without its deteriorating, and may be more deliberate in their methods for the marketing of their product. They may even be able to sell off old and out-of-date shoes, and flour at a cut rate, whereas I must sell my papers today, or I will never sell them, as newspapers.

### Circulation Is Peculiar Problem

"That brings me to the statement that the circulation department of a modern newspaper is a peculiar problem, in that it must create a market which is ready every day to absorb a newly manufactured product. That is why a newspaper likes to get a fixed customer, and it is on that ground that newspapers which use premiums justify their use. I am happy to say that The Times does not use premiums, and I would rather have our sales fluctuate a little, but have them stand on their own feet, than to have them run a little more uniform by being connected up with a set of dishes, or a clock, or some circulation contest.

### Advertising Based on Circulation

"Again, a publisher, when he makes a contract with an advertiser, makes it on the basis of the circulation that his paper has been showing for a reasonable number of weeks last past, and should put into that contract a guarantee that if the circulation drops, the advertising rate shall be adjusted accordingly. That is why I want a circulation department which can keep things going in a lively fashion, and sell to a fairly level amount, day in and day out, the product of my editorial and news department, multiplied into thousands of copies by my manufacturing plant.

### The Owner

"I start with an owner. This is an obvious necessity, and yet one that the professional journalist frequently neglects. Your editor frequently runs into debt, goes to the bank and borrows, then fails to lay aside a surplus to meet the note, and one day—when too late—wakes up to the fact that he is no longer the owner. Some one else has stepped into that relationship to the paper, and he then becomes an editor pure and simple. This owner may be—as I have said above—an individual, or a partnership, or a corporation. If a partnership, there may be several partners, and if a corporation there may be few stockholders, or the stock may be widely divided. In the latter case, there is, of course, a board of directors, which, for the time being, represents the owner.

### Building, Machinery and Fixtures

"Again, a step in our analysis so simple that it may sound unnecessary, shows us that we must have a building in which to house our machinery, and we must have machinery with which to print the paper, and we must have furniture for the editors and reporters, and a business office for the clerks. Having established ourselves with an owner and a home, then suppose we assume that our editorial and manufacturing enterprise may be placed on one side of our chart, and called expense, and that our circulation and advertising enterprise may be set on the other side and called income. You might say to me that it is the news in the paper which makes the paper readable, and because it is readable, we sell the advertising space.

### Proportions of Income

"Take as a start, this statement that the income of The Seattle Times is divided into about the following proportion, one-fourth from circulation and three-fourths from advertising. Assuming that the editorial and news side produces a paper that is salable, they then produce directly but one-fourth of our revenue, and that one-fourth, I have shown you above, is less than the cost of the white paper which we use in the production and distribution of our newspaper. It is the advertising side which produces the bulk of the income by the sale of what might be called the indirect product of the business, namely: advertising space. Place the newspaper production, both professional and mechanical, under the head of expense, and the sale of circulation and advertising under the head of revenue.

### Profits, Gifts and Charities

"I have placed between these two general divisions the words: profits, gifts, and charities. From the profits the publisher should purchase new machinery, take part in civic enterprises, and as in our case build him a new home for his newspaper when the time arrives that one shall be required.

### Editorial Management

"I divide the editorial management into two parts—expense and income—and then I qualify the word income by calling it indirect income. What I mean by that is that there can be no legitimate income from the editorial side. An editor cannot honestly sell anything. He is creating and publishing a newspaper. He cannot sell the news of the day, nor his editorial opinions, excepting that he sells the printed paper in which the news and editorial opinions are expressed.

"Of course, editorial influence is sold, and newspapers do league themselves with certain commercial or political

interests. If they receive pay for this directly or indirectly, they are practicing dishonesty. The thing which the publisher may sell is the physical paper as printed, and advertising space therein. He has no right to sell his influence, because his influence is not labeled advertising, and therefore what he says in his paper under an agreement to sell his influence is deception of the public.

"There is but one way that an editor can sell his influence honestly, and that is by throwing his influence for the general development of the city in which his paper is printed. He may throw his influence in this direction with a positive selfish interest—knowing that he will profit as the town profits, but as this is going into partnership with the people as a whole, it deceives no one, and hurts no one. I am bearing down hard on this point because I want to emphasize the value of advertising, and the dependence of the modern newspaper on advertising for its living.

### Example of Dishonest Influence

"An example of an unfair and dishonest influence would be for a paper to agree in secret with a group of men that the paper would boom the supposed existence of oil in its community and assist this group of men in forming a lot of oil companies and selling a lot of oil stock—all being based on insufficient and unreasonable grounds. The inevitable result would be that the public would be fleeced out of money and that the oil speculation dishonestly inflated would surely come to a crash. Please keep in mind throughout this talk that the modern newspaper is self-supporting. The best and biggest of them do not league themselves with any interests, either political or commercial, and do not receive any subsidy from these interests or from the government. The biggest and best of the modern newspapers earn their money in the open in the community where they publish, and in every case they earn it in competition with other newspapers.

### "Free Dope"

"'Free Dope' is news room slang for gratuitous space. Every day the publisher faces requests of more or less seriousness for free dope. These come from all sources—the advertising agents, the advertisers, the churches, educators, the National Guard, political parties, civic societies—in endless numbers. The publisher's puzzle is to determine just what he may grant without being unjust to his advertising department, and just what he may refuse without being unjust to his readers.

"An example of long standing use of free dope is seen in the general practice of printing theatrical gossip. The newspapers as a class throughout the United States have for years printed endless theatrical stuff simply on the ground that it concerns the stage. Can you tell me why it is that a woman is a woman until she goes on the stage, and then she is an actress? As long as she is a woman she may be denied the news columns and forced to go to the advertising columns; but the minute she becomes an actress, I must print all sorts of dope about her on the theory that my readers are eagerly anticipating every detail of her career. The newspapers have brought this practice to a top-heavy condition—and now, assisted by the popularity of the motion picture play, the structure is tottering. For over three years The Seattle Times has **refused to print theatrical dope** in the old style; has refused all complimentary tickets, purchasing what tickets it needed for its owners and its critics, and sending all representatives of the movies or the grand opera to the advertising department.

### Result

"The result is that whereas we used to receive $150 a week from all the theatres, we are now receiving $1,500 a week, and that principally from the movies.

"The merchandising principle underlying this is interesting. The old-fashioned theatrical company came into a town, went through its performances, and if it played to good money, took the most of that money away with it. The newspaper charged it a high rate for a small amount of advertising, and gave it a lot of free dope under the heading of exchange courtesies, receiving therefor six tickets to every performance, and sometimes more than six. With the advent of the movie, a new merchandising problem developed, namely, a commodity which must sell in smaller units, and have a greater number of sales each day. In other words, the moving picture house must fill itself three or four times each day at a low price for each admission. Therefore, it has got to have a wider appeal to the people, and therefore the publishers put the movies on the same basis as the stores. Moving pictures in Seattle pay the Seattle papers the same rates that a shoe store or a drug store or a market pays them.

"Then, again, the money taken in by moving picture theatres stays to a larger proportion in town. All that goes out of town is the rental for the film. There is no traveling company. All of the attaches, all of the scenery, all of the physical property is owned and remains in the town. The result of all this is that the older forms of theatrical entertainment, even clear up to grand opera, are being gradually forced to the advertising column, and will, before many years, get down to sensible and systematic merchandising methods. This thought is not original with me. I am telling you of a development which is going on all over the country.

### Advertising Income Side

"Now I want to turn to the advertising income side of the paper. As I said above, the income of the modern newspaper runs about three-fourths from advertising and one-fourth from circulation. This proportion, of course, varies in different papers and in different cities, but the point is that the larger proportion of the income is from advertising.

"Now, what is the first problem forced on the publisher by this fact? It is that ninety per cent of his advertising business comes from the city in which he publishes. Therefore, he at once schools his circulation department to sell all the papers they can in the city and suburbs, and to be less eager to scatter circulation outside of the city. What good would it do me to add ten thousand circulation to The Seattle Times in and around the city of Walla Walla? How would the ninety per cent of my total advertising which is represented by Seattle merchants, real estate dealers, manufacturers, etc., make use of that ten thousand copies? Don't you see that my advertising rates must be based on my circulation among people so situated that they get to the store or the agent's office? A paper printed in Seattle with a circulation in China would have to sell its advertising space to Chinese merchants in China. Its readers could not possibly come into the streets of Seattle and do their shopping.

"For this reason you find modern newspapers purchasing great quantities of expensive machinery in order that they may print large editions quickly and distribute these editions over the city and county constituting their legitimate field. That is the reason why The Seattle Times has two rates for circulation. In the County of King, we charge fifty cents a month for a paper regularly; outside of King County, with the exception of the three cities of Bellingham, Everett, and Tacoma, we charge seventy-five cents a month. Correspondingly, we

charge the agents in all places outside of King County more than we charge the local agents.

"The main point is this: That the modern newspaper—we are simply one of a class—in a city of, say, 50,000 and over, is receiving throughout the length and breadth of the United States, more than half of its gross income from its advertisers, and as the circulation grows in the bigger communities, the proportion from circulation gets a little smaller, and advances in favor of the advertising side. I am bearing down hard on that for this reason: The departments have now become so interdependent that there is no such thing long among us as the old time editor, who never gets a hair-cut, and doesn't know whether the paper is out or not. The editor has got to be on the job like an actor, and he has got to play his part. It all comes back, nowadays, to the owner; he can take the reins and drive it in the middle of the road, or he must have some experienced salesman to sell what he writes. We, in Seattle, have merely put into existence practices that have proven profitable in other cities. We didn't invent the popularity of the paper that prints six nights and Sunday morning. We learned that from some mighty good brothers in this business—the St. Louis Dispatch, Brooklyn Eagle, and the Washington Star, for instance.

### Advertising Is the Meal Ticket

"Because of the fact that advertising is the meal ticket of the modern newspaper, I have placed the administrative and business expense over on the advertising side of this diagram. You will note the word 'Credits' placed in there. Do you realize the important part that a credit department plays in the modern newspaper's affairs? In the first place the post office department will not allow us to send the paper on tick through the mails to a reader unless we have a written order from that reader, and a written agreement as to when the bill will be paid. Furthermore, in general practice a newspaper has found that it cannot afford to furnish its product to a reader who will not pay for it. Therefore, quite an elaborate set of books is kept in a modern newspaper office, showing who pays and who does not pay, and the man who does not pay finds his newspaper stopped, and if he ever attempts to start it again, he finds he must pay his old bill before he can have it from any regular agent or carrier. He can, of course, buy it a copy at a time from a newsboy, or news stand. But it is in the advertising department that the credit man shines. We do not pay our printers and pressmen, or our white paper bills, with the advertising space in the paper, but by means of the advertising space. We must collect the money coming to us from that advertising space, and it is not easy for a man to get credit at our office for advertising. He has got to give us some very reasonable assurance that the bill will be paid.

### Cash Payment versus Credit

"Again, if there are five stores of a given class in this city—all five advertising in my columns—and four out of the five pay their bills promptly and the fifth holds back two or three months, he is making use of our money. He is virtually making us one of his bankers, and thereby enjoying an unfair advantage over the other four, who are paying us promptly. Thus a credit department might have to rule against the store which was good for a bill, but which was trying to hold back in order to use its money for other purposes—the refusal being based on the fact that the other stores of that class were paying promptly. In our practice we make all the theatres settle their bills once a week. If a theatre gets back of this schedule, we drop it out of our columns, and this in fairness to those that are paying their bills.

"We have a pay-roll every Monday of $6,000, and then a monthly pay-roll of a larger amount, and then we pay all our material bills, such as white paper, every Friday. Where am I going to get that money? I cannot pay for the white paper by writing the manufacturer a beautiful letter and saying that John Doe is behind this month, but I think he will pay up next month. I must have the money to pay my labor and my material, and therefore the first step is not to print an ad which is not reasonably certain to return a proper sum of money to my business office.

### Why Credit Department is Important

"Another reason why the credit department is important is the fact that newspaper advertising of today has become an established part of the community. A publisher is more likely to have permanent success if he realizes the permanency of his business, and exercises a reasonable degree of conservatism therein. Newspaper advertising is not peculiar to Seattle. In all the cities of the United States there are newspapers being printed today, and every one of them is more or less supported by advertisers. Nor have these papers been supported by advertising just for today or yesterday; they have been supported by advertising for years and years. In every sense the word advertising has become a necessity in the community. It is a part of the selling department of the business world.

### A Symmetrical Business

"The newspaper of today has become a systematized business, generally owned and controlled by a corporation. Certainly, it is as systematized as most of the corporate enterprises. It makes no difference what part you get in, whether a reporter, editor, cartoonist, or whether you come over here and become an advertising solicitor, department manager, or head of the credit department, it has its intense interest, because you have got to get the paper out today, and you have got to get it out on time. You wouldn't give much for the last night's paper. You want to know if the boys have got into Mexico; whether the Germans have got into Verdun. Today's news today applies just as keenly to the advertising business as it does to the reporter, and to the mechanical people, who are all getting out the paper at the right time. If something goes wrong in the office, I feel the machine carry me over the bad spot. Take the business from my angle, and it is interesting work, but it is real work. I thank you."

## THE FUNCTIONS OF AN EDITOR

By Robert Montgomery, Editor, Puyallup Valley Tribune

What does an editor need in order that he may be a source of correct information and of sound judgment to those among whom his paper circulates?

First of all, it seems clear that he should be a **well-educated man.** This does not necessarily imply that he should be the graduate of some college or university. Some of the most successful editors that America has produced have been what we call self-educated men. They have attended the district school for a year or two and developed some ability to write. After that, entering some business or trade, perhaps a book-publishing or printing establishment, they became contributors and reporters and finally writers of editorials. Such men have naturally active minds which take strong hold on public questions; they are, one might say, born editors. Horace Greeley, the founder of the New York Tribune, was a man of the type here described. He was the son of a poor farmer and came to the great city while yet a mere lad, with less than $10 in his pocket. With a

spirit determined on the advocacy of needed reforms, he worked his way up to be the most influential editor of his day. His articles were not long, but they were simple, clear, direct, convincing. In controversy he reminded one of a champion pugilist. Yet, great as Greeley was, he would have been a more powerful leader of opinion if he had been well educated. He lacked that prudent penetrative judgment which thorough scholarship produces in a sound mind. His friends never doubted his sincerity and honesty, but sometimes deplored his extreme views resulting from an over-confidence in philanthropic measures. It was possibly all right for him to go on the bond of Jefferson Davis; but when he allowed himself to be nominated for President by those whom he had fought for years and who had no expectation of electing him or real sympathy with him, he committed the mistake of his life. The multitude of his admirers dropped away from him; he was overwhelmingly defeated at the polls; and soon died, a broken-hearted man, because disappointed in expectations which were wholly unreasonable.

### The Benefit of a University Course

The chief benefit of a complete course of university study lies, I believe, more in the training which it gives the intellect than in the amount of knowledge and information acquired by the student. It is, however, of immense advantage to the ambitious editor to have his mind stored in advance with facts and principles of history, philosophy and science, so that he may be ready to write interestingly and profitably on any subject calling for his attention.

A knowledge of languages is also desirable—of the ancient languages for culture, of the modern in order to promote a first-hand acquaintance with all the thoughts of one's age. The young newspaper man of today should be the master of three languages at least, if the attainment be at all possible—say, of English, Spanish and German. But while a college or university is the place where one naturally seeks an education, it is also true that only a part of one's training can be obtained from even able professors, and that the full development of one's qualifications is to be sought for in actual journalistic work. It is in this that one must gain the faculty of doing three things well. These are: (1) To see a thing exactly; (2) to know where to look for what you don't know; and (3) to tell clearly and convincingly what you do know. If a man can do these things without collegiate training, he may be a good editor; but without them he will be only a poor one.

### Dana Quoted

You may be interested in a statement made by a very distinguished man in an address delivered years ago before the Department of Journalism at Cornell University. Charles A. Dana was the successful managing editor of the New York Tribune under Horace Greeley; afterwards for years the editor-in-chief of the Sun; for a time also he was assistant secretary of war under President Lincoln. In his day, he was regarded by all who knew him as one of the wisest and most judicious of men. He said to the students of Cornell: "As for these Departments of Journalism in the colleges, there has been one at Cornell University for six or eight years I should say, and I have never found that a student or graduate who had pursued that department there, instead of pursuing other studies, was of any great avail as a practical worker in the newspaper work that he had been trying to learn."

### Journalism As Now Taught

Mr. Dana spoke according to the light that was then his. He did not intend to discredit this field of endeavor, but gave an honest impression concerning it. Probably his admirers, at least outside the class, were convinced of his correctness. Still it may be that, even then, those within the class—and who had caught the real spirit of it—knew that the great editor was not keeping abreast of the times, and that the current of thought was sweeping past him. Whatever may have been the truth in his day, conditions have changed. He came in contact with nothing in any way comparable with the courses now taught in several of the leading schools of journalism. In our own university, concerning the work of which in all departments we confess to pride, in the course in journalism—aside from the part of it bearing directly and specifically on fitting the student for actual work on a newspaper—we find the academic element as complete and as exacting as that of the liberal arts, of philosophy, of engineering, or of the law. Here is taught the practical side. Instruction is made explicit through work on your daily paper, which I understand is conducted on a commercial basis. In this experience you learn the art of newspaper composition, the collection and condensation of news, reportorial work, the selection and treatment of editorial themes, the "make-up" of a paper, the matter of type and mechanical appearance, and many other indispensable requisites. Here is given an insight into business office methods, the relation of the editor to the advertiser and to the community he seeks to serve. Then, too, you have a large job printing plant, in connection with which are taught estimating, cost accounting, typography and all that can be embraced in a technical training. Would it not be absurd to say that a course in the journalism department of the University of Washington would fail to bring the student to his real task, measurably equipped for the duties that await? Aye, there has been a change since the days of Dana. There is no sting left in his gentle aspersion; there is nothing to which it may apply.

### Both Theory and Practice Needed

The thought comes to mind that there are as many reasons for the training of journalists as for the training of doctors and lawyers, or any other of the professional body. The newspaper is the greatest educator, and it is controlled by men who must acquire their knowledge by experience. It is true that the first need of an editor is that he should have mastered a wide circle of subjects; true that he should be a man of rounded liberal education, true that he should have the technical knowledge of which we have been speaking. But shall he acquire all this at the expense of the public?—or ascertain that he is not fitted for the task only when he shall have failed at it? In the class of journalism he may, at least, learn whether he is adapted to the calling, and, if not so adapted, turn to other lines.

It is a pleasure to realize that you young men and women are in the hands of such competent instructors. I could think of none more able to lead you into right paths professionally than Prof. Frank G. Kane. He is not the exponent of theory alone, but comes to his labors here tried and not found wanting as a journalist of ripe experience and of high ability. With such assistants as Lee A. White, Hugh E. Agnew and Fred W. Kennedy, each a specialist notably qualified, it is no wonder that he has brought this class and this school of journalism to a plane with the best. You should deeply appreciate your good fortune in having an instructor of such a standard and of such sterling devotion.

### Elevating the Profession

Theory is needed, and practicality is needed. Under Prof. Kane the combination is so happy that his class in journalism has become to the future newspaper man what the clinic is to the embryo doctor, or the moot court to the blossoming attorney. The public is as much interested in a school of journalism as is the newspaper profession. The public desires the elevation of the standard of journalism, and so does the editor toiling at his desk. It is an outrage that men should conduct newspapers who are unfit by ignorance or inexperience. Sometimes I am almost persuaded that newspaper men should be obliged to pass an examination and procure a license. As to the point that anything tending to uplift newspaper intelligence, tends also to promote public safety and a love of liberty, and to broaden the cultivated mental area, there is no question. Nor can there be question but that this is the tendency of a class in journalism such as you have here, and which, as an editor—trained during and after college years only by experience and chance opportunity—I feel honored to address. If these thoughts seem to be digression from the main theme, I hope you will pardon me. To me they seem the concomitants of the subject—altho, candidly, I had not intended, before coming here this afternoon, to speak on this phase of it.

### A Master of the English Language

One line of collegiate study tends directly to editorial success and should be assiduously pursued by each one of you. I mean the art of English composition. You should do much work, not only under Professor Kane, but under your university professor of rhetoric, and should endeavor to conform your practice to the best models and to the rules of correct and elegant language. You should not, indeed, seek a highly ornamental style, for that, in most editorials, would savor of affectation. Commonly the leading articles in a newspaper should set forth facts, truths, arguments and illustrations in the simplest way. This is not so easy to do as one might suppose; nor can the college do more than lay the foundation of future progress. It is by careful elaboration as a reporter and as an editor that a readable, effective way of writing is to be mastered. Such practice will tend to improve the style of the beginner. Charles Dickens said: "To the wholesome training of severe newspaper work I constantly refer my first successes." But this first writing of Dickens was carefully done.

### A Patriotic Partisan

A second and more specific part of the function of an editor as a leader of public opinion is the advocacy of patriotic and high-toned policies. This idea may perhaps be more exactly expressed should I say that the successful editor is generally both a patriot and a partisan. But, one may ask: Is this possible? Can a man serve two masters? Will he not cleave to the one and hate the other, or else hate the one and cleave to the other? Such, certainly, is the case when each of two opposing authorities claims to be supreme over one's life and conduct. If one party refuses to acknowledge subjection to the other, war is likely to result, and then the individual citizen must yield obedience either to one side or to the other. There can be no alternative.

When, however, men are led, thru differences of interest or of opinion, to form political parties in order to obtain political power and to carry into effect the policies which they approve, this is done in subordination to our fundamental law and without any thought of refusing to obey our national or our state authorities. One's obligation to his party is wholly secondary to that which he owes to his country, just as the sovereignty of one's country is not so absolute as that which one owes to his conscience and his God. It is right to say: "My country, right or wrong!" but this means only that one should support his country whenever she is right and that he should help to correct her whenever she is wrong. In like manner a political organiation deserves our support only so far as it advocates just and wise measures, and, when it may fall short in any public duty, every member of the party should use all his influence for the correction of its principles and its spirit.

### The Party Editor

Here the inquiry may be made: Are not all great political bodies more or less liable to be controlled by selfish and designing men; and would it not be better that the editors of our country should hold themselves aloof from political organiations in order to exercise more freely and more effectively their functions as leaders of opinion? This proposal has seemed so advantageous to some newspaper proprietors that they assume the stand of entire disconnection with organized voters, and represent themselves as being the independent and impartial advisers of the public. Such a position is adopted by many religious periodicals which yet feel themselves bound to aid the people in the formation of correct views; it is also taken by weekly and monthly periodicals of wide circulation. Some of our great dailies, too, claim to be absolutely free from party influence. It may be questioned, however, whether all papers asserting that they deal only in fact and truth are any more independent in their spirit than those which admit a frank preference for the general platform of some political party. As a matter of fact, their editors and proprietors are men of decided views on public questions, and, when election time comes, have no hesitation in voting a party ticket. Generally, too, a campaign does not close before they give their readers candid advice just how to cast their ballots. We have no fault to find with all this, and would not call in question the impartial patriotism of the journalists now mentioned; but that their course is not one to be followed by editors in general seems evident from the following considerations.

### Not a Party Slave

In the first place, the general support of a political organiation does not involve an approval of all the measures advocated by it, nor of all those whom it may nominate for office. It means only an acceptance of certain fundamental principles, and a conviction that, all things considered, the government of the country should be in the hands of men holding those principles. Some individuals and some newspapers are slavish partisans; they even think it their duty to support bad politics and bad men, provided these have been indorsed by some political convention. A true Democrat or a true Republican feels under no obligation to uphold his party in the wrong. On the contrary, he speaks out against what he regards as injustice or folly or want of principle. This, too, is the position taken by every honest editor, no matter what political party he may associate with.

### Needed in Party Councils

In the next place, I would remark that an independence beyond that which has been here described appears neither to be attainable nor desirable in a country whose government is conducted thru the agency of parties. To withdraw from all affiliation with political

movements and organizations is to surrender any direct influence which a paper might have for good. When an editor co-operates, so far as he may conscientiously, with the leaders of his party, he finds himself in communication with those who actually conduct public affairs and who as a rule are quite as ready as the public to receive advice. In this way more than in any other a partisan yet patriotic press contributes to the wise conduct of our affairs.

### The Natural Enemy of Bossism

In the third place, I have to say that the active participation of editors in politics is highly desirable if unscrupulous or incompetent persons are not to be entrusted with the management of public affairs. We have, indeed, honest politicians who are not newspaper editors; but there is need that their ranks be supplemented by the co-operation of those whose business it is to enlighten their fellow-citizens thru the study of important questions and the writing of able editorials. If there be any class in the community more capable than another to take a proper place in political assemblies, it consists of those who are the patriotic conductors of the press. They are natural representatives and leaders of the people.

### Practical Wisdom Needed

Finally, I say that an editor who is to obtain the highest success must be competent to deal with human nature in all its phases. He will necessarily be brought into contact with all classes and conditions of men. He will not find his sanctum a place of retirement from the world. It will be the center to which come all kinds of representations and complaints, of petitions and proposals, and where all sorts of applicants desire not merely a respectful hearing, but also an espousal of their wishes. Evidently the editor cannot please everybody, and ought not to attempt to do so.

### How to Succeed in Journalism

Now, Professor Kane has asked me to say a few words on how to succeed in journalism. The question does not lend itself to specific answer, or, at least, to brief answer. So much depends upon the individual; there are so many qualities essential. Even to define journalism would be difficult. More than one has made the essay, and conclusions vary widely. It has been classed as one of the learned professions; I like to think of it as that myself. Yet denials that it is a profession at all are of record. Some authorities would class it as a business, putting emphasis on the commercial side—a side that certainly is to be considered.

Country journalism is different from that of the city. Often the attache of the metropolitan press is distinctively a writer, and has no thought of ever being called upon to serve in any other capacity. As a writer it often falls to his lot to become familiar with the darker side of human nature, to develop towards cynicism, and to have no sympathy with the business office, but on the other hand, a continual quarrel with it. So that his weekly salary be forthcoming, and fairly adequate, he has no thought to devote to the acquisition of the money which keeps the newspaper alive. In many instances the country journalist has entire charge of the establishment. He must look after the business, the circulation, the editorial policy, the conduct of his limited staff.

### What an Editor Must Be

It follows that he must be an individual of education, keenness of perception, courageous but politic; fearless and yet not reckless in taking sides on public questions. He must have the gift of popular adaptability; the faculty of winning friendships and of holding them. Otherwise his paper will be without influence and necessarily without financial standing. People will not patronize any paper unless they have respect for it; and, unless its opinions are sincere, these become without weight. In a small community, in which intimacy is a part of the daily life, deception in this matter would be impossible. The editor is known for what he is, nor can pretense prevail. Therefore, the absolute demand that he be a person of high character.

To succeed with a country newspaper one must be industrious, alert, energetic; possess at least some of the essentials of leadership, for he is a leader or a failure. First of all, aptitude is necessary. The very impulse to embark in journalism may be taken as a sign of this equipment. This aptitude will be displayed in winning friends and confidence, in getting the news and presenting it in an attractive manner, not only as to composition but typographical arrangement. A paper should express individuality, and it may do this in appearance as well as in policy. Hence the newspaper man on his way to success never neglects the "make-up." Yet the ambition to make a paper attractive is destructive when it leads to expenditure not justifiable by patronage. No expense should be undertaken for procuring news, for printing, or for mechanical improvements until the income warrants. The paper should make its own way, with a profit independent of the job plant that is likely to be in connection. This is the country newspaper man's only sure method of doing justice to himself. No community deserves a better paper than it is willing to support.

### Why Many Editors Fail

Many country newspaper men fail because they do not look after expenses. They do not know what it costs them from week to week to get out the paper; in other words, to do the business they have set out to do. They may have fine theories concerning journalism, but if they do not keep accurate track of costs, and see to it that the outgo is smaller than the income, they have missed the vital secret, and success is impossible. A set of double entry books should be kept, and an approved system of cost finding installed. Otherwise the cost of doing business cannot with accuracy be known.

A thoro course in journalism is unquestionably a very helpful thing, for, while it is not as yet a sina quo non of success, it must be confessed that such a preparation constitutes the best equipment for a first-class newspaper man. But even this cannot accomplish much for a man who dreams of reforming society with his pen, and who is ignorant concerning sound business principles. To know how to frame an editorial, or to make a news story readable, is useful, but to know how to secure business and handle it at a profit is imperative. Without this knowledge the other is futile. The best hope of one who does not possess it is to be a hired writer for somebody of superior commercial instinct.

### Must Be Fair, Foresighted and Practical

In training a student who intends to seek the field of country journalism, the school naturally would instruct him to avoid the ultra-sensational, caution him against hasty statements, and teach fidelity to truth and devotion to the welfare of the section he is to serve. Let him learn to give the news without color or shadow of bias, and confine his interpretation of it to the editorial column. The public is entitled to the report of a happening just as it happened—or as nearly so as possible. Yet it must not fail to teach the value of taking care of the business, for on the business all else must depend.

Neglect this, and the rumble of the press ceases, the whole enterprise falls. I am gratified to know that in the University of Washington such instruction is given.

After long experience, and many chances to observe the eperiences of others, I can recommend country journalism to young men, provided always that these are the right kind of young men, with the foresight to select a growing field, or a solid, prosperous community that will respond to intelligent, dignified and consistent effort to create and sustain a newspaper. But the effort must be along the lines idicated, or, despite brilliancy of diction, depth of thought, loftiness of purpose, it will come to naught. To be a dreamer, to ignore the practical, spells defeat.

The subject of "How to Succeed in Journalism" is, as I said before, so broad and presents so many phases, that, in a short talk, much must be ignored. I have aimed to cite only the vital facts pertaining to the subject suggested.

### Importance of the Editorial

Professor Kane has also asked me to treat a little on the "Importance of the Editorial" and on the spirit of editorial writing. A writer on the subject of journalism made the statement recently that whereas every country weekly once thought it necessary to present a column or two of opinion, which was classed as editorial, that even city papers now are beginning to discard this department wholly, and devote themselves to news alone. This statement truly would possess importance if it embraced the essential element of truth, but, lacking any vestige of truth, it has to be considered more in the light of a curiosity.

The editorial page may be said to represent the soul of the paper. It is the vital element. An experienced reader in determining the character of a paper will turn to the editorial page, for here is the proclamation of purpose; here is information that is more than a mere collection of facts, for the breath of life has been breathed into it. Thru it an intelligence is expressing itself. It does not merely meet the casual, passing eye, but it reaches out to convince, to sway, to point the way to righteousness and justice according to the light of the writer. Deprived of the editorial feature, the newspaper would be as lifeless as the poster fluttering from a billboard in the wind, glanced at but unheeded.

### The Object of the Editorial

In the editorial is the essence of the news, because it is the result of a study of the news. Thru the conduct of a world is portrayed its tendencies and its passions. The lesson to be drawn from a recital of happenings might be lost, but for the editor who analyzes every situation, draws from it its most striking lesson, and sends this out as a personal message and appeal. While a newspaper designs to make money—indeed, as I have before emphasized, must make money—it is not a commercial institution in the wholly sordid sense. On the contrary, its desire is to uplift, to benefit, to make people better and happier.

To stimulate thought is a high and useful motive. This the editorial does. Even if the position of the editor rests upon some mistaken conception, it is apt to be wiser than the conclusion of the thoughtless. And, if it is wrong, he is subject to correction from the more intelligent among his readers. If he does not cause them to accept his policy, at least he forces them to formulate and to defend a policy of their own, and thus he has accomplished a purpose of value.

The greater in mind and heart the editorial writer is, the higher the plane upon which the publication for which he writes will stand. It may, indeed, be possible for a country, or even a city paper, to prosper without an editorial page of any particular strength or dignity; but, if so, it must have other features of overtowering merit. Even then, its readers will turn to other papers for real intellectual enjoyment, instruction and inspiration. Neither completeness of news service nor mechanical perfection can offset the advantage of an editorial page of commanding influence.

### Seven Rules

I will conclude by giving you seven common sense precepts, or rules, which have been justified by my own experience and which I believe will be helpful to each of you young men and women when you shall have embarked upon your active career in journalism:—

First of all: Be as good-natured as possible, and give every honest man some kind of an interview, even tho it be brief and informal. Let him know that you will consider his views, tho it may not be possible for you to do anything more.

Secondly: Never be in a hurry. A question which puzzles you today may become clear by tomorrow. Don't try to jump a ditch before you come to it.

Thirdly: Avoid personalities. Denounce grafters and criminals fearlessly, but attack your rivals only wtih arguments and facts. Don't needlessly create enemies. Words that are not spoken will do no harm.

Fourthly: If you find yourself in a mistake, promptly acknowledge it, and apologize for it, if it be of a personal nature.

Fifthly: Be slow to advocate a new principle or policy in addition to those of whose value you are assured. In making an omelet one bad egg may spoil the flavor of a dozen good ones.

Sixthly: Stand by the Constitution and the Laws. Uphold the Stars and Stripes, and the cause of human freedom everywhere.

Seventhly: Remember that you have a conscience which approves such moral principles as are set forth in the Ten Commandments; and follow the convictions of your conscience concerning questions of right and duty.

Journalism needs good men and women, and the newspaper man already in the harness welcomes them gladly, and is happy if any counsel from him shall be helpful.

(To be concluded in May issue)

## ARKANSAS WANTS THE NATIONAL EDITORIAL ASSOCIATION MEETING IN 1918

At a meeting held in Little Rock on Monday, March 26, by representatives of the various bodies of the state, various city officials, the members of the Press Club of Little Rock and Arkansas Press Association and representatives of the railroads and various other commercial interests it was decided to make a lively campaign for the purpose of securing the meeting of the National Editorial Association to be held in Arkansas in 1918.

It was decided to send a delegation of about one hundred to the Minnesota meeting in July and present the claims of Arkansas before this meeting.

It was planned to furnish the vistiors with a week that will be instructive as well as entertaining, taking them to the largest peach orchard in the world, and diamond fields and various other points of interest, besides entertaining them two days in Hot Springs.

J. A. Riggs, editor of the Hot Springs New Era, is Chairman, and Frank N. Henderson, editor of the England Courier, is Secretary of the Convention Committee.

# Community Service

## Helpful Methods and Agencies—Tales on Current Topics. "How to Keep Well," Prayer for Colds and Other Vexations

E HAVE had frequent occasion to refer to completeness of the plans and means employed by the Brooklyn Eagle for community service. These identify the paper intimately with every interest of the community and with all the people, and, naturally, all their institutions and wants find voice and help thru the pages of the publication. With its reading room, library, information and employment bureaus; its friendly visitors who call upon and welcome all new residents and give all desired information as to schools, churches, social and other organizations and friendly introductions when wished; with its helping agencies for news boys and other youth, and its pages filled with news of all local affairs and open to inquiries and answers; with its regularly maintained health department and so on, the paper is always close to the hearts of all in their homes, in their altruistic enterprises, in social and business affairs. But besides all these, The Eagle maintains an auditorium in which members of its staff give inspiring, instructive talks or lectures on topics that concern the welfare of the people. Doubtless, it is because the Eagle managers know of our real appreciation for the work and methods of the paper, that we are favored with the following letter in reference to a striking evidence of the success of an innovation inaugurated by The Eagle several years ago:

Publication Office, The Brooklyn Daily Eagle,
Brooklyn, New York, March 28, 1917.

National Printer-Journalist,
4618 W. Ravenswood Park,
Chicago, Illinois.
Gentlemen:

The news article marked on the enclosed page from the Brooklyn Eagle of Tuesday, March 27th, is striking evidence of the success of an innovation inaugurated by the Eagle several years ago. Every Tuesday during the year, except during the summer months, members of our staff give talks on current topics in the Eagle auditorium. A large number of women readers of the Eagle attend this event each week, but the outpouring yesterday far surpassed any in the past. So far as we know, the Eagle is the only newspaper in the world to maintain such a department.

Very truly yours,
The Brooklyn Daily Eagle.
By Lew Hornung, Advertising Dept.

The news article, with sub-heads, referred to in this highly appreciated letter, will prove particularly instructive to all newspaper makers by way of example and suggestion, as well as possibly helpful in the matter of health, for even those who live to impart information, sometimes get colds, if not cold feet, and especially need to know "How To Keep Well," if not to avoid the bad results of too high living, or overeating, and certainly the injunction to "pray" will not come amiss, for editors, especially, often need prayer to save from other vexations equally as disagreeable as colds:

### Health Expert Appears Before 1,000 in Four Audiences at Eagle Building

### "How To Keep Well"—Protection in Middle Age—His Text at Record Gathering for Weekly "Topic Talks" How Colds Develop and Dr. Brady's Cure

When you take cold, you take it from close friends and you get it good.

Cold is not in any sense due to the weather, dampness or anything of the kind.

Go to bed, take a hot mustard bath, cut out overfeeding, take an active cathartic and pray.

Four auditoriums in The Eagle Building were required today to accommodate the large number of Eagle readers who were anxious to hear Dr. William Brady, The Eagle's health expert, talk on "How to Keep Well" at the weekly Talks on Current Topics. The Eagle management had underestimated Dr. Brady's popularity among its readers, and the accommodations they had made for his audience proved wholly inadequate.

Close to 1,000 women heard Dr. Brady lecture in the hour and a quarter it took him to get from the auditorium on the second floor, where he spoke first, to the last overflow meeting in the large conference room of the editorial department on the seventh floor. Several hundred of the women waited until Dr. Brady concluded his final lecture, so they could thank him personally for the help he had given them in his daily articles on "How to Keep Well."

The auditoriums on the second and fourth floors, which usually accommodate the Current Topics audiences, were filled to overflowing long before 11 o'clock, the time the Talks always begin. Automobiles by the score drove up to The Eagle Building and discharged their passengers, while hundreds of women who came on foot and in the trolley cars, poured into the lobby of The Eagle Building.

When the two auditoriums were filled to capacity and there was no sign of a let-up in the outpouring of Brooklyn women, The Eagle management had to call upon the Brooklyn Law School for permission to use its auditorium on the third floor. This rapidly filled up, and then the management converted the conference room in the editorial department on the seventh floor into an auditorium so that no one who came to hear Dr. Brady would be turned away without an opoprtunity to hear the health expert talk.

The women found Dr. Brady's talk on "How to Keep Well" fully as interesting as his articles on the subject. Dr. Brady told his audiences that the purpose of his articles in The Eagle was to instruct the general public on how to protect its health, as this was a field, he said, in which no concerted effort had ever been made by the health authorities. His motto in everything he wrote and said was "Do good, if you can, but do no harm." He predicted that the day was not far distant when every newspaper would have its health expert to instruct its readers, and he congratulated The Eagle on being one of the first newspapers to establish such a department.

"Probably the most frequent of common illnesses is the so-called cold. We call them respiratory infections. Every one of them is due to infection from person to

person. It will take about 100 years for people to understand that.

"A cold may mean so many things, and that when the patient comes in and says he has 'taken cold,' the doctor must find out what he means. The patient seems to think that any acute illness that causes sneezing or pains in the throat is a 'cold.'

"That idea was fostered years ago, before we had means of diagnosis. It was all right then to assume that the weather was a cause of many ills. I think that when the doctors handed that idea down to posterity, they handed us a 'lemon.'

**Colds Not Due to Weather, But From Infection, One to Another**

"Cold is not in any sense due to the weather, dampness or anything of that kind. Cold is due to infection from individual to individual, by mere personal contact. It does not matter whether it is coryza or what form it may be. The important thing to remember is that when number one has a simple cold in the head and he infects number two, number two is likely to contract pneumonia or acute rheumatism. The same germ may lodge in the appendix and cause acute appendicitis.

"The relationship was hardly understood until a short time ago.

"It may seem a far-fetched thing to say that heart failure may be prevented by the care of the mouth in childhood. Take the case of the child who has decayed first teeth. The old dentists would tell us not to bother with them, but today we know that the infection which gets in thru decayed teeth, thru the glands in the neck, may reach the heart valve and set up a chronic process, which distorts the valve. In time the patient realizes that something is wrong. He thinks he needs a tonic, and sometimes takes some of the popular remedies.

"Finally, he goes to a doctor and the doctor observes that the blood pressure is high, the arteries hard and finds in the heart the signs of the beginning of heart failure. Heart failure never begins suddenly. As a matter of fact, heart failure is a slow process.

"In nine out of ten cases, possibly, the trouble begins in the mouth. Exposure to drafts and wet feet do not cause colds unless you are the victim of a chronic trouble in the nose or throat. There is no such disease as catarrh. When you take cold you take it from close friends and you get it good. There is no such thing as a cure for 'cold.' No tablet or medicine will 'knock out' or 'kill' a cold. The only thing we can do is to go to bed, take a hot mustard bath, cut out overfeeding, take an active cathartic and pray.

"If such home treatment fails, then it is high time to call in a physician to find out what is really the matter."

The regular speakers at the Current Topics Talks also addressed the gatherings. Maurice F. McLoughlin talked on "Rushing Preparedness," "Washington News" and "Legislation at Albany." Hans von Kaltenborn discussed the "War Situation,," dwelling especially on the situation in Russia and the recent developments along the French war front. Frederick Boyd Stevenson talked on "Our Debt to France" and John Alden and Cleveland Rodgers discussed various items of current interest.

## "WOOD PULP MILLER" ON PAPER

Hon. Warner Miller has been an interesting and engaging character for many years. Bold, clear-headed, informing and congenial, at least we found him so when he was in attendance, several years ago, on a convention of the New York Editorial Association, at Lake George. He was called "Wood Pulp Miller" more in recognition of what he had done for the paper manufacturing industry, and in honor and love, than in ridicule, tho, in a recent communication to the New York Times, he seems to indicate that he took it in the latter sense. His letter presents some interesting facts as follows:

"I began making paper out of rye straw for the Tribune and Times at 25 cents per pound, or $500 per ton, and quit selling a better paper at $36 per ton—a large loss. I introduced the use of wood pulp into papermaking and sold it at 20 cents per pound, and followed it down to $36 per ton. The newspapers of the country usually abused me and named me, 'Wood Pulp Miller.' In closing, Charles A. Dana did me the honor to say in a lecture on the modern newspaper that I had made the modern newspaper possible by using wood pulp and reducing the price. Second, some years since the Newspaper Association employed a skillful man at $15,000 per annum to go to Washington and work for free paper and pulp. He succeeded in the Wilson tariff. The result was that no new mills were built, and the news mills that were able to make other grades of paper turned off news print. The war brought increased consumption of paper; price of raw material increased from 100 to 200 per cent.

"Europe could not supply the South American market or other countries—the demand fell on the United States. Wages have advanced more than 100 per cent, and the mills have changed from the twelve-hour time to eight hours, thus increasing the number of employes 33 1-3 per per cent.

"Wood ten years ago was $5 per cord, now it is $15 to $20 per cord; all other materials and mill furnishings have made like advance. Copper, largely used in the machines, advanced from 14 cents to 37 cents; woolen felts used largely have made like advance.

"If the newspaper publishers succeed in having the Trade Commission take charge of the business, the result will be the same as followed the enactment of the present tariff. No more mills will be built to make newsprint; such mills as can change to other kinds of paper will do so. The industry will be transferred to Canada, where your 'Trade Commission' cannot operate. Today Canada is sending to us 1,000 tons of news print daily."

"Playin' Gypsy"

## REGULATIONS FOR PRICE MAINTENANCE

### Are Newspapers Parties in Interest?

There has been for some time past a movement on foot for maintenance of prices on goods so as to secure uniformity. It is argued that the cutting of prices is injurious to both producers and consumers and to advertisers and indirectly to newspapers.

An act has been introduced in Congress allowing producers in selling to dealers to fix the retail prices. The reasons for this proposed law, as stated in the Woman's World in discussing this matter last August, are as complete as any that we have noticed, especially as affecting publishers, and are as follows:

It is a striking fact that trade—the sale and resale of commodities, which plays such a large part in the life of almost every individual—has been the subject of less study than any other phase of our national commerce. The organization of business, transportation and manufacture of commodities, relations of employer and employee have been the subject of much law and some investigation. But the actual exchange of money for goods, the relation of wholesaler to retailer, and retailer to consumer, are just beginning to attract the attention of students and legislators.

Yet to the ultimate consumer that is the crux of the matter—what he pays for his food and clothing at the stores in his town. It boots him nothing that the Interstate Commerce Commission has abolished the rebating of railroad rates if his corner druggist sells him a package of chewing gum for three cents in order to get his trade and then more than makes up the difference by charging him two prices for some other article.

A bill which aims to abolish this practice has recently been introduced into the House of Representatives by Congressman Dan V. Stephens of Nebraska. The Stephens Bill is intended to accomplish many reforms, but the effect most noticeable to the average citizen, should it become a law, will be the prevention of price-cutting on nationally advertised goods—a practice that is becoming common in almost all American towns and cities.

An advertisement of some brand of goods at a lower than standard price never fails to attract attention and trade, because the customer knows he is getting a good article and getting it for less that it is worth. That has an irresistible appeal to human nature. And yet, the immorality and economic unsoundness of the practice is evident upon a moment's thought. Suppose, for example, that your grocer sells you a can of baking powder of a brand that has been widely advertised in the magazines for two-thirds of the regular price. You buy it because you know the article is good, as are nearly all articles widely advertised in reputable magazines. The retailer, therefore, is taking advantage of this advertising to make a special appeal and draw trade.

The producer, by his national advertising, has already created a wide demand for the baking powder. Not satisfied with this, the retailer seeks to filch a further advantage by selling it for less than it is worth. He thereby injures all the other retailers in that town selling the same brand of goods, he injures the manufacturer of the article—and, in the long run, he injures you, his customer. True, you save a dime on that can of baking powder; but you may be sure that dime will be made up somewhere else. He is not cutting prices as a philanthropy. He does it to attract your trade, and you may be sure he expects to make up the difference by the prices he charges for other articles.

This practice has been sanctioned by a decision of the Supreme Court of the United States that a contract between the producer and the retailer, fixing the resale price, is in restraint of trade. The Stephens Bill aims to remedy this restriction by specific legislation. It is further, founded upon the theory that the right of the producer to fix the price of his product is the basis of all fair trading. Mr. Stephens believes that all the trusts and monopolies were built up by reason of the fact that the men who organized them got control of the market by cutting prices, and then forced the producer to sell to them at their own price.

Mr. Stephens' bill provides that any producer, whether farmer, miner or manufacturer, if he sells his produce under a special brand or trade mark, may make a contract with the purchaser covering the price and manner of settlement when the goods are resold. Each trade mark must be filed with the Federal Trade Commission, together with a statement of both the wholesale and resale price of the article. There is a special provision for sales to dispose of surplus stock. If you believe in free competition and standard articles at fair prices, send a two-cent stamp to the Woman's World Information Bureau, Washington, D. C.

* * *

## CARE OF THE PAPER CUTTER

It pays to take care of the paper cutter altho in many shops this machine is neglected and abused shamefully.

Of course the most important thing is to keep the knife sharp, for when this is dull the work requires an extra amount of power and full capacity cuts are likely to strain the cutter and permanently throw the knife ba out of alignment. The phrase, "Keep the Knife Sharp," is cast in good sized letters upon the knife bar of some machines and it is a wise admonition.

In order to keep the machine in readiness for operation all the time, it is necessary to have two blades, so that one may be kept on hand always sharp and it can then be put into the cutter when the dull blade is being ground. When, for any reason it is not practicable to have the knife sent out for grinding, the man in charge of the machine can easily improve its work by touching up the knife with an oil or carborundum stone.

To do this remove the blade and lay it on a bench or table, with the edge of the blade extending a little beyond the edge of the table. Drive large nails thru the bolt holes to keep it in the desired position, and then the workman can rub the edge with the oil stone without any danger of the knife slipping and cutting his fingers. After using the coarse stone, the workman should complete the job by smoothing up the edge of the blade with the finer stone.

The working parts of a paper cutter also require occasional lubrication to keep them in proper condition, but this must be done with care and only a few drops of oil applied when and where needed. Properly used the lubricant will greatly improve the work and prolong the life of the machine, but an over supply carelessly applied will cause the oil to work out upon the knife or clamps and spoil the paper stock passing thru the machine.

All accumulations of lint and dust should be wiped off daily; where the paper cutter is in daily use, and especial care should be taken to keep the gauges and clamp free from rust or dirt which might soil the paper stock.

Such careful handling of this important machine not

only improves its work, but increases the output and lengthens the life of the cutter, thus paying large dividends on the value of the time spent in its care.

R. E. HAYNES.

## A TYPE BOOK
## SHOW YOUR TYPE FACES TO ADVERTISERS AND TO CUSTOMERS IN JOB DEPARTMENT

The New York Evening Post, March 27, 1917.

Mr. B. B. Herbert, Editor,
National Printer-Journalist,
Chicago, Illinois.

Dear Sir:—I am sending you under separate cover, a copy of The Evening Post Type Book so as to give you an opportunity to look it over and make any comments on it that you see fit.

Yours very truly,
Robt. McLean, Business Manager.

The above letter, together with the copy of the book mentioned therein—for which The Post will please accept our sincere thanks—has called attention to a matter of great importance and convenience that has received too little attention. It is that of furnishing a booklet showing the faces of all type kept in the office and adding pages as new faces are bought.

The book is neatly gotten up, contains 134 pages, devoted to title, index, explanatory notes, and the showing of the type faces, rules and borders, and twelve pages of advertising that contain in themselves important lessons in matter, composition, display and effectiveness. The size of the book is convenient—4¼ x 8¼ inches—and the binding is morocco, and on the front cover in gold leaf are the words, "Price One Dollar," "Display Advertising Type," "The New York Evening Post," in appropriate sizes of types properly arranged. Neatness, richness, artistic finish and convenience are essentials in such a work. The book would be worth the price to any customer and whether advertising customers purchase or are presented with the same, having a price thereon is a good idea, as giving the same carries a good idea of real value.

The book has substantial worth to both the advertiser and the office. It helps the advertiser to select such faces as best suit his taste and the character of his announcement, as it aids the printer in choosing faces most appropriate, or the advertising man to suggest the style of the type for the advertisement in advance.

In these times when effectiveness in advertising is the constant care and study, a knowledge and view of the faces for most attractive and effective composition become necessary.

The following under the head "Explanatory" indicates how helpful the book may be made for conveying or ascertaining the choice of types, sizes, etc., that will best meet the ideas of the advertiser or his representative or to get a clear understanding of what is desired:

### Explanatory

"In marking advertisements, types should always be indicated by number, tho if there is doubt as to the best size to be used the series desired should be marked, and the advertising foreman will select the most effective.

"In marking a style of type, add the size to the series number. As an illustration, if 8-point Cheltenham Bold is wanted, mark the line 10-8. If the words are to be set in capitals, add a 'C' to the numbers, viz., 10-8C. This style of marking applies to all the series—the first two figures signify the series and the last the size wanted. The series number is printed at the head of the page.

"Above the different sizes of each display font will be found the depth in agate lines and in points, the number of the font, and the number of letters to the line. The measurement of the depth covers the visible face of the type and the shoulder, the latter varying, and allowance must be made for this shoulder. The number of letters to the line varies somewhat, but the line selected in the specimen book contains an average number of letters.

"Agate is the basis of measurement. This sets, without leads, fourteen lines to the inch, and about eight words to the line in lower case, or five words in caps.

"The measurement of type is based on the point system, a point being one seventy-second part of an inch. The exact depth of a type is, therefore, given in points. In expressing this measurement in agate lines, a plus or minus sign has frequently been necessary."

There are over fifty different type faces shown and in showing the 8-point Cheltenham the following text is used that contains valuable thoughts for users of newspaper publicity:

"The time has arrived when the advertiser—whether he wants to or not—must make a closer inquiry as to the relative values of his advertising medium.

"'Checking returns'—inquiries for booklets, samples and what not—is not a true test of broad publicity values, because the greatest influence is the silent appeal which produces business rather than requests for trifles. This is subject to modification in some cases but holds true as a general principle.

"One of the most successful advertisers in America will tell you he cannot spot a single medium that has paid him individually, but he tests them all upon the basis of their appeal, and while he sends no samples or picture cards, he must have used good judgment, since he is the one big permanent success in a field that has run riot with experiments and fierce competition."

It is well to work wholesome truths into the woof of all matters intended for the eyes of customers or prospective customers.

Among the type faces shown are the following: Admiral, Bookman, Bradley, the Caslons, Century, Cheltenham, DeVinne, Gothic, Jensen and other popular series of families of faces.

The matter in a page advertisement of the Post contains a very important truth as follows:

### PURCHASING POWER
### CIRCULATION

**Correlation of Factors in Advertising**

While advertising is not an exact science the application of results and expenditures to modern business is becoming more and more definitely known. The modern advertiser never overlooks one great essential in studying circulation figures—Does the newspaper reader have purchasing power?

The newspaper in New York giving the greatest return in purchasing power for the money spent is The New York Evening Post—More than a newspaper—A national institution.

## CARE OF BRASS RULE BORDERS

Brass rule used for borders and panels is susceptible to injury in many ways, and it must be used carefully at all times to insure good work and continued service.

It is impossible to justify rule in such work, when there is an accumulation of ink or dirt on the sides or ends and for this reason all brass rules should be cleaned frequently. It is better not to try to scrape the sides of the rule, but to soak it in vinegar or strong lye water, or rub it with a soft cloth saturated with wood alcohol.

This treatment will remove the dirt without injuring the rule.

Before locking up the job, the workman should be very careful to see that the matter within the panel or border is properly justified, and that the rules do not project beyond the type matter, as when that occurs the brass binds when locked up and is badly bent. Also if the rules are allowed to slip by in the process of locking up, the ends become jammed or bent and the pieces thus injured must be cut down to smaller sizes to be of any value. The use of "stayers" (small pieces of brass, the heighth of leads, bent at right angles) will prevent this from happening. If these are used at each corner of the form, the rules will be held in place perfectly.

Careless workmen sometimes use a mitered corner piece where a square is required and fail to discover the mistake until the form is locked up and the beveled piece is spoiled. It is well to look carefully at all corners of a rule border before locking up and see that everything is o. k. and much needless waste of material may be avoided if this rule is followed persistently.

R. E. HAYNES.

## TO HIM WHO HATH SHALL BE GIVEN

By John J. Fisher, Hopkins, Mass.

To look about us in our chosen field we see a comparatively few men who, from the case, have taken sufficient interest in their life-work to rise above the mediocre There are doing business today men in various cities and towns who complain of the dearth of good men. Not mere type slingers with a motion and a big voice, but the other class who know a little more; who can originate ideas for absolutely high grade work and introduce and carry out the original thought with forceful conviction.

These men are worth more salary, are sure of permanent work and have the respect and coöperation of their employers who have so long endured the time-worn ways and systems of mediocrity. The ordinary compositor is a drug on the market—easy to get and satisfied with a few weeks' work, or more, as the case might be, but ambitionless beyond the tobacco stage and the baseball score.

The demand for high grade men is more general today than it used to be. Opportunity awaits the qualified man who knows what a word-grouping means—who knows the different colors and qualities of paper and can distinguish the harmony between the colors employed to magnify his design and the work itself. To such men as these opportunity is a patient waiter.

Salaries, of course, are arranged to fit the quality of the man. A raise of from $3 to $8 is always available for an artist-compositor. There are always exceptional cases. An advertising concern recently offered $2,000 a year to a man who is well known, and whom they wished to employ to "touch up" their work. This same concern, which was equipped with up-to-date materials for such a man, was aware that their plant was not producing results and in order to make their advertising literature attractive and to avoid that incessant resetting, they were trying to acquire a man capable of taking hold of the copy and bringing out the ideas in it, and force an individuality upon its readers which might keep it out of the waste basket. The work which he was required to do would be to merely arrange and lay out the copy for the compositors—designing of distinctive display and the choosing of color schemes.

A substantial knowledge of beautiful advertising typography and literary ability was an essential, and the opportunity for advancement was one which is seldom offered to a journeyman printer, yet this elaborate offer was rejected by two artist-compositors who refused to accept this position with all its blandishments. This is positive proof that there are many such opportunities open to competent, trustworthy men.

Whenever the finer qualities of work are produced the names of the makers are known. They have achieved their mark of renown and are regarded with envy by their fellow craftmen merely because they determined to reach the top, and were not afraid of the study and work necessary to get there. Specimens of their handicraft, which have appeared in the various trade journals, are known in beauty of design.

In the advertising field many exceptional opportunities exist for the man with ideas—a man who is valuable to his employer as a creator of distinctive designs is essentially valuable in an advertising sense thru his acquaintance with typography and its scope and limits.

And to the real student in the typographical field, who is ambitious, thrifty and sensible, a wider course is open—enhance the present ability and knowledge with an advertising course. These two allied together place opportunities before a capable man which are exceptional. Knowledge has a compelling influence wherever manifested, and the best advertising man today is the one who knows type.

A man who can take copy and dress it appropriately—marshall beneath his finger tips the tiny atoms which convey all knowledge to civilization is the man who can bear upon advertising literature the impress of character—who can exceed the work of the advertising man who has never wroked at the case.

When a master printer needs a man in his business to represent him in a mangerial way he always chooses the man whom he knows possesses the broadest knowledge, who can suggest and convey ideas that will help the business to a more stable foundation. He is a power in the front office where the customer comes willing to be shown—knowing not just what is necessary to his particular needs. The artist-compositor can suggest ideas to such a man that will tone up the work and increase the estimation of the customer for the intelligence of the firm he is ordering his printing from.

To the men working at the case there are suitable opportunities open—with certain discrimination and study—for nothing can be attained unless an ideal is established; and, too, the artist-compositor always commands a higher salary than the average man. His work is on a higher plane than his ordinary brother, and the subtle versatality that goes with him as a character makes for him a niche among his fellows not to be despised.

In any printing plant with abundant resources and a large volume of work there is room for at least one artist-compositor and proprietors are constantly on the alert for such as these.

There is no opportunity in being content with the mere rudiments of the craft, and to any man working mechanically without endeavoring to increase his knowledge or extend the scope for such opportunity, there is always sure to endure discontent and regret for having required any knowlegde of a trade so meagre with advancement. We have heard of many who have preached bitterly of wasted lives, spent doggedly digging type and exhorting younger men in the error of selection and the disappointment sure to ensue.

There is always room at the top—recognition must be compelled, education and resourcefulness must be hewn from the rock of life, but greater opportunity still lingers, holding forth inviting arms—but worth observa-

tion and study, is the foundation, be not content with a feeble effort—think big thoughts and success will greet you.

* * *

## THE PRIMARY PRINCIPLE OF SALESMANSHIP
### No. 3

By J. R. McCluskey

An old lady from the country once went into a New York department store to buy a kitchen stove. She had Twelve Dollars in nickles, dimes and quarters wrapped in a red handkerchief, which she had diligently saved from the sale of butter and eggs with which to buy the needed stove. Approaching a clerk, she asked to be directed to the Stove Department. However, instead of directing her as requested, this clerk, who was a furniture department salesman, took the old lady in tow, and proceeded to show her a gaudy upholstered couch; by appealing to her false pride, with the aid of a little flattery, he prevailed upon her to buy the couch, for which she had no earthly use, whereas the stove had been the object of her frugal savings for many months and was an actual necessity. Some would call this clerk a salesman because he had created a sale; but he is not a salesman in any true sense nor should he be classed as such. He would qualify better as a gold brick swindler than as a salesman.

It has been more or less generally considered in the commercial world that the principal point in salesmanship is "to make the sale," but as a matter of fact the making of the sale is the very last step in salesmanship.

**If the real primary principle of salesmanship is understood and applied, the sale will take care of itself.**

The general prevailing theory as to the principal of salesmanship is that there is a so-called mental law of sale embracing four successive steps as follows: First, attention; second, interest; third, desire; fourth, action. In other words, get the attention of the prospective customer, arouse his interest, change his interest into desire and then change his desire into action or the act of buying.

We are willing to grant that these four steps may be incidental in the process of a sale, but they certainly do not constitute the fundamental law or primary principle of salesmanship. A law or principle, in order to be rightfully classed as such, must produce given results when applied under given conditions. The unprincipled furniture clerk who took advantage of the old lady in selling her a useless couch followed the four steps just outlined, and if these four steps really constituted the primary principal or law of salesmanship, then we would have to admit that the furniture clerk was an expert in the art of salesmanship; and so the gold brick swindler would be considered an expert in the art of salesmanship, as he follows precisely these four steps in "putting over" a fake deal or socalled sale.

However, true salesmanship is of a much higher order than the process indicated by this so-called law of four steps; attention—interest—desire—action. There is a fundamental law or primary principle of salesmanship, which, when properly applied, will produce much more certain and satisfactory results.

**The primary principle of salesmanship is based on need and confidence—the need of the buyer and the mutual confidence of buyer and seller.**

Instead of holding to the old idea of "making the sale" as the first point in salesmanship, we should remember the first point to be considered is the NEED of the buyer or prospective customer—whether or not he has a legitimate need for what you have to sell. For example, by persuasion and over-painted pictures of fabulous profits you might induce a small merchant to buy an expensive store appliance which was not suited to the needs of his business, and still you might feel proud that you had "put over a sale" as the saying goes. But stop and think a minute. Is this true salesmanship in the highest sense? Absolutely NO. The foundation of true salesmanship is honest consideration of the purchaser's need—a fair exchange of value that benefits both buyer and seller in proportion to their respective needs. To test yourself on this point, just remember this—

**Never try to sell a man anything that you would not buy, if you were in his place.**

If a country boy should come into your store with $2.50 in his pocket to buy a pair of school shoes, which he needs, would you induce him to spend his money for an imitation diamond scarf pin and then call yourself a "salesman"? The man who follows this sort of practice and calls it "salesmanship" ought to be behind the bars instead of behind the counter. Yet there are people who follow such practice and call it salesmanship because it conforms to the four steps previously referred to as the theoretical law of sale.

After convincing yourself that your prospective customer has a legitimate need for what you have to sell at the price you ask, the next step is to establish a mutual confidence between buyer and seller. Now, what is confidence and what is it based on? Confidence must necessarily be based on honesty, and therefore, in order to get the confidence of your prospect you must be sure that you have laid the right foundation for it in your own character. The first requirement is inherent honesty in yourself. Then be sure that your proposition is an honest one, that it is based on fairness and justice, and be sure that you present it on its merits, free from misrepresentation or misleading statements. In proportion as you expressed fairness and justice in your every thought, word and act, to that same degree will you find confidence expressed toward you by those with whom you come in contact, and thus the necessary confidence is established on a right foundation.

**Confidence is the spark plug of true salesmanship.**

The so-called theory of salesmanship based on the four steps of getting a man's attention, arousing his interest, creating his desire, and moving him to action, is not founded on a fixed principle in any sense of the word.

The salesman has no moral right to try to arbitrarily dominate another person's action with the blind object of merely "making a sale," nor will any permanently satisfactory results be accomplished by such methods. To illustrate our point we will draw a comparison between two salesmen whom we will call Salesman No. 1 and Salesman No. 2.

Salesman No. 1 starts out in the morning. Calls on Mr. Brown. First, he gets Mr. Brown's attention. Easy. Second, he begins to arouse Mr. Brown's interest, wondering all the time he is talking whether Mr. Brown's mental machinery has worked around to the changing point from INTEREST to DESIRE. He has no way of knowing when to shift, but anyway, he shifts his talk over and begins working on Mr. Brown's desire, and finally, without knowing when or where or why, he takes a long chance that Mr. Brown's mental wheels have readjusted themselves and that it is about time to "sign

the dotted line," and so he proceeds to pull out the order book at what is called the psychological moment. But, alas, somewhere in Mr. Brown's mental machine a wheel has slipped a cog and he won't act. The salesman has tried his would-be mental law of sale; he got through the first three steps, but the fourth step would not work, and he goes away wondering what happened to old man Brown's brain and why it wouldn't work according to the "law of sale."

Salesman No. 2 starts out in the morning. Calls on Mr. Smith. But going down the street on his way to see Smith he recalls to mind a few satisfactory thoughts about as follows: He says to himself, "Well, I have figured a good deal on what Smith needs and I believe I have a proposition that will just serve his purpose and save him some money. Anyway I can explain it to him, and if it is what he needs, he certainly will see it. I know my proposition is a fair one, the price is right, the stuff is made right, good material, it represents good value for the money. Of course, if he doesn't need it, I certainly don't want to shove something onto a man that will not do him just as much good as his money will do me. But if he does need anything of this sort, I know he will give me the order because I **know** the proposition is RIGHT." This salesman is primarily conscientious himself, he has faith in his own proposition, he has given due consideration to Smith's needs in the case, he expresses fairness and honesty in his every thought and action; and he naturally expects the confidence of those with whom he comes in contact, because he knows that both he and his proposition merit confidence. If Smith needs his proposition, he no doubt gives him the order, and if he does not need it, says so; but this salesman does not go away trying to figure out how Smith's brain machinery was working while he was talking to him and what clogged the wheels when he pulled out the order book. He simply moves on to the next man who does need his proposition and sells him—not by trying to regulate the man's brain action by four theoretical steps, but on a basis of the man's need, and confidence that is founded on absolute honesty and business integrity.

## NEW DEFINITE DATA MAPS FOR ADVERTISERS

We have had occasion, heretofore, to remark, with highest commendation, on the "Definite Data Map" issued by that wonderfully successful, agriculture publication of Des Moines, Iowa, "Sucessful Farming." The publishers have favored us with a new set of these charts just issued. Each chart is intended to give information of value to the different lines of advertisers. The section covered by "Successful Farming" is shown on each chart by the cut-lines of a heart in red. Each chart is punched for binding in loose ledger cover. There are forty of these, each containing an outline map of the United States , with dots showing the position and indicating the number or prevalence of establishments, farms, or products represented especially by each chart. For illustration, the first chart, as the pages rest on our desk,—without any idea of arrangement or order, or sequence—represents "Lumber Dealers," being Chart No. 14 of the "Merchandising Distribution Series." Of these there are shown to be 30,900 in the United States, 16,175 within "the heart" or territory covered by their publication, and 14,725 outside of the heart. Each dot on this chart represents 1,000 dealers. These maps are divided into different series and Map No. 3 of the "Crop Yielding Series" shows, most strikingly, the comparative crop yield of oats, inside and outside the territory covered by "Successful Farming." Each dot stands for 100,000 bushels of crop yield and there are 945,528,000 inside the heart to 306,464,000 outside. Other products are shown in like manner on the other charts. On the right hand of corner of each map is printed a statement, by states, of the production, or other matters covered by the chart, within the territory covered by the paper as, for illustration, the following is given on this Map No. 3:

**Figures Covering Successful Farming's Territory—the Great Wealth Producing Heart of the Country**

| | |
|---|---|
| Ohio | 48,076,000 |
| Indiana | 52,500,000 |
| Illinois | 172,095,000 |
| Michigan | 42,690,000 |
| Wisconsin | 81,400,000 |
| Minnesota | 88,112,000 |
| Iowa | 186,850,000 |
| Missouri | 32,250,000 |
| N. Dakota | 53,750,000 |
| S. Dakota | 56,425,000 |
| Nebraska | 79,875,000 |
| Kansas | 36,425,000 |
| Oklahoma | 15,080,000 |
| Total | 945,528,000 |

On the other or left hand corner are given the yield by states of the territory outside of the heart. Each map contains at the top the following very comprehensive explanatory statement:

"This is one of a series of data sheets comprising a very thoro analysis of the buying power of the American farmer and methods of distribution of goods to him. The general heads include Soil Elements, Farming Area, General Valuations, Crop Yields, Farm Livestock, Operation Expenses, Farm Tenure, Merchandise Distribution and Farm Paper Circulation."

We have given this much, and we believe, sufficient, to show one very effective method of informing advertisers as to the purchasing power and the nature or character of supplies needed in the territory covered by a publication, and the ability of the paper to reach possible buyers, as well as, thru most suggestive examples, to impress the importance of affording such information to prospective advertisers, manufacturers, jobbers, or retail dealers.

These maps are valuable for reference in any office or business establishment. They are ingeniously designed, conveniently arranged and correctly printed in black and red. The charts, besides the subjects already mentioned, cover information as to "Value of Implements," "Number of Rented Farms," "Horses and Mules," "Milch Cows," "Cattle," "Sheep," "Mortgaged Farms," "Apple Production," "Potatoes," and so on, affording information in all directions and matters of benefit to general advertisers and to indicate further the sixty agencies for complete distribution and giving the number of "General Stores" carrying special lines of goods. such as shoes, groceries, as well as marks indicating money ability and credit afforded.

The subjects of interest to advertisers are numerous but will be varied somewhat by the character of the publication and the field covered.

## WHERE A COST SYSTEM GAVE BACKBONE

A western printer asked a Chicago printer the selling value of 10,000 high grade booklets, and was informed that the goods according to the specifications, were easily worth $1,000.00. The Chicago printer advised his western

brother to install the Stanadard Cost Finding System and thus secure for himself valuable data which would enable him to estimate and charge with greater confidence in his figures, and with an assurance of profit. It was a real good letter the Chicago printer sent westward.

Quite a lengthly reply came. It ran thus:

"We do keep a cost system and it is this same cost system that has to some extent upset the members of this firm. Our cost system showed us that the 10,000 booklets cost us $850.00, and in due course of time we rendered our bill for within a fraction of $1,000.00. This sum looked high to us, yet we could see no place where we could reduce the bill unless we cut into our profit and this we were not at all inclined to do.

"The customer kicked and went out on a hunt for lower prices—lower values, he called them—using our finished product as copy. He found a printer who said he would produce a similar job for $550.00. Then he surely did rave. We showed him our cost records and this helped us greatly; later on we showed him your price of $1,000.00, and this helped us some more. At last he reluctantly paid the bill and vowed he was through with us.

"Then the other printer did the worst thing he could possibly have done; he went broke—utterly broke. This helped us some more, of course, and we got more friendly. We fully count upon doing his work right along—thanks to cost system and to you for your estimate."

Now, what would have happened had this printer had no cost system and no Chicago friend. The buyer would have had no mercy in court; the judge and jury would have stood by "the right price"—the low price. The printer would have had the worst of it every way.

When will solid manufacturers and progressive business men see that men who fail in business are no credit to ay community? And only the "live and let live" policy enables men to prosper together. The manufacturer who tries to buy printing or any other commodity below its value is not helping in the building of his town or community.—Ben Franklin Monthly, Chicago.

## ADVERTISING THE COUNTY FAIR

**Extract from Address by George A. Starring, Professor of Agricultural Journalism and Advertising at South Dakota State College, Before the Annual Meeting of County Fair Secretaries at Huron, March 15, 1917**

In a questionnaire sent to the secretaries of nearly 200 county fairs in 24 states, 92 percent of the answers received stated that paid newspaper advertising was successfully used, while 60 percent of the secretaries asserted that their heaviest item for publicity was in newspaper advertising. The average amount spent in county newspapers in advertising by 30 county fairs, taken at random, was a trifle more than $220.

About 50 percent of the replies indicated that billboards were used, while nearly the same number stated that they found it profitable to use movie slides. However, a majority of the really successful fairs pin their greatest faith to paid newspaper advertising in their efforts to get good crowds. In fact, the consensus of opinions of secretaries seems to be that all other means of advertising merely helps to emphasize the displays carried in the newspapers and that for real efficiency in publicity more money should be spent in newspaper advertising than for all other media.

## HOW AND WHY THE ABERDEEN (S. D.) AMERICAN GROWS

Under the name of the American Print Shop, publishers of the Aberdeen Daily and Sunday American, at Aberdeen, S. D., have added a job printing department to their newspaper enterprise.

It is to be under the active management of Joseph A. Stember, for a long time associated with the American and the ownership will repose in the owners of the American, J. H. McKeever, D. M. Neill and E. P. Neill.

The new department is to be incorporated under the name of the American Print Shop with a capital stock of $10,000.00.

### Why an Advertiser Uses "The American"

With the renewal of the Calumet schedule the other day the American, believing in full coöperation with the efforts of its advertisers, sent letters to all grocers in Aberdeen and tributary towns of the northern half of the state covered by the circulation of the paper. This letter told of the new advertising starting in the American and how it was going to help all of us to have the retailers take unmost advantage of it by window and other display.

When told of what had been done, the Calumet people wrote to the grocers as follows about the American:

"A newspaper, rightly conducted, is a mighty force in the upbuilding of a community as social and business conditions are improved by the service rendered. We sincerely believe that such a paper is to be found in the Aberdeen Daily American and it is for this reason that we have placed our advertising with them."

### Some Things Learned and Put in Practice

It took the publishers of the American, Neill and McKeever, three years to learn that a subscriber who didn't pay in advance was of little value to either the paper or its advertisers. The man who won't pay for his paper won't pay for anything he buys of an advertiser.

So we cut 'em off.

Now we get the money from our subscription list and so do our advertisers.

This is the kind of clientele every advertiser seeks—money to pay for the paper and money to pay for his products.

And another thing we learned. The only good kind of subscriber is one who takes the paper because he wants it.

So we decided to make the American the best paper and depend on that to build us up. We cut out premiums and contests and cut rates.

We added the full leased wire news report of the Associated Press. This means that news and especially market reports will be delivered to the northern half of South Dakota 12 to 24 hours ahead of any other source. We made our South Dakota state news page the best and we built up a reputation on our sporting page. Now our market page we propose to fill with all information desired daily by farmers, bankers and merchants in this half of the state.

We learned that news in the American made advertisements in its pages better read.

When do you want your ad there?

THE AMERICAN MORNING AND SUNDAY.
Aberdeen, S. D.

## A WORTHY PRINTER'S WIFE, THE MOTHER OF EIGHT CHILDREN WINS A PRIZE OF $3,000.00

At the hour of high noon today, the City of Watertonw witnessed a most remarkable incident, and because of its wide spread publicity will go down in the annals of history as an event of more than ordinary occurence.

The American Eveready Works, manufacturing a flashlight, have been considerably annoyed by conflicting names so similar that it was recently decided in some way to secure a new name for their product. Accordingly, a

**A Printer's Family—Mr. and Mrs. Grow and Their Eight Children**

campaign of advertising was inaugurated thruout the country soliciting names for their product, at the same time offering a $3,000 cash prize to the successful competitor. There were, in response to this offer, 530,000 names suggested, Mrs. F. C. Grow of this city, being the successful competitor, her suggestion being "Daylo," a word entirely suited to the product and combining also the one great feature always to be desired in the selection of a name, its shortness. This word therefore becomes the coined trademark of this great flashlight manufacturing concern who will henceforth discard "flashlight" and substitute therefor "Daylo."

To make the occasion memorable, all places of business were closed promptly at the noon hour, permitting the citizens generally to witness the presentation of the $3,000.00 to Mrs. Grow, which took place on the steps of the public library, Mr. J. W. Dougherty, president of the Chamber of Commerce, doing the honors and all in the presence of several thousand citizens, the company representatives present being H. P. Schuyler and F. W. Love, of Minneapolis.

Mrs. Grow is the wife of a local printer in humble circumstances and a very worthy woman. Mr. Grow for a few years was the publisher of a country newspaper in the State of Minnesota, continuing his business in South Dakota until within the past few years at two or three different points, finally removing his family to this city where he is engaged as foreman in one of the commercial printing offices.

This gift could not possibly have fallen into better hands. Mr. and Mrs. Grow and their family of eight small children are devoted members of the Congregational Church of this city and it can be truthfully stated that the sudden fortune coming to them in their humble surroundings as a reward for their hours of study and search for an appropriate name for this useful little houshold article will be well spent. The first distribution will be the payment of the little mortgage on the home.

Watertown, S. D., April 5, 1917. GEORGE SCHLOSSER


# ATTENTION! PRINTERS!

*Our 15th year and still we do no printing. And we won't.*

This Company was organized to work with those printers who have no engraving departments.

We are a regiment in your army—a part of your organization. Use us. United we win! Add our big art staff, photographing gallery, our sales force, our engraving plant to your printing facilities and you have an organization incomparably better and stronger than the combination engraving printing house.

We have no financial interest in any printing plant, and no printing concern has an interest in our company. So you see we get the engravings—and you do not lose the customer for printing.

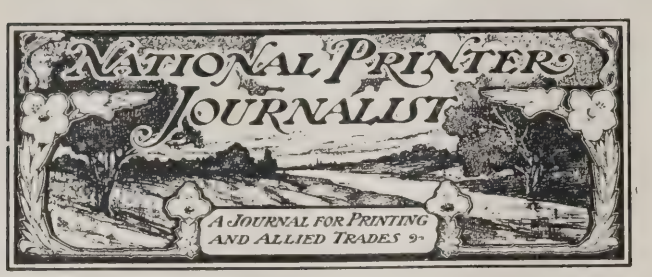
## JAHN and OLLIER ENGRAVING CO.

ARTISTS, PHOTOGRAPHERS, ENGRAVERS

552-554 West Adams Street

CHICAGO

P. S.—Do you care to send a postal for a printer's 15 inch rule?




RAVENSWOOD STATION, CHICAGO, ILLINOIS

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BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.

Published Monthly.

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CHICAGO ILLINOIS APRIL 1917

Advertising should be sufficiently liberal to reach all from whom rustom or benefits are to be reasonably expected, and must be continuous to be effective.

Newspaper publishers should urge the setting apart of definite advertising appropriations based on the possibilities of the business.

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Editor Schermerhorn, of the Detroit Times, looks for peace thru the World Press Congress, and Irving L. Lee, Publicity Expert for the Pennsylvania Railroad and the Bethlehem Steel Corporation,—one of the highest authorities on effective publicity,—states that, "War represents the failure of advertising," and that, "in the future nations and peoples must advertise for the goodwill of other peoples":

"Advertising up to now has largely concerned itself with appeal to the palate, to the vanity, and the material comfort of man. Future advertising will be more co-operative in character, and will address itself to the mind rather than the pocketbook. * * *

"Future political campaigns will, to an increasing degree, be conducted thru advertising. The Government must advertise; and both Governments and corporations should, thru advertising, support the press, in order that this public tribunal may exist in prosperity and independence.

"War represents in reality a failure of advertising, for if thru effective advertising of one nation to another, the different nations could be made thoroly to understand each other, war would be unthinkable."

This all comes back to the long recognized truth that ignorance of others is the source of suspicion and hate, But to have advertising effective, the power of government must be in the hands of all the people. Kingly and military rule rest on ignorance, that will not be informed or permit general information. Above all else national advertising must be, like all other advertising, absolutely truthful and have in view direct benefit to those who are to be informed.

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All members of the National Editorial Association—and all American newspaper makers should be members or directly represented therein—are under real obligations to Vice-President Hotaling for the splendid statement, furnished by him this month, of the arrangements and the unequalled itinerary planned for "The Great Convention of 1917." Read his truthful and enlightening story and then plan to attend. Send at once, your membership fee of $2.00 to Secretary George Schlosser, Watertown, South Dakota, and ask for book with full particulars. Attendance this year will be an event of a life time and will be worth ten times the cost in the receiving of practical knowledge that will bring cash dividends during the coming years; in the friendships that will be formed; in the intelligent pleasures that will be enjoyed, and in the broadening of views and the strengthening of mind and body. No matter about the war. You will be alive after it is over and you will need all the possible resulting acquirements of knowledge, that strengthens, broadens and vitalizes to meet the increased demands of the future. To say nothing of the great symposium of practical views, experiences and knowledge to be furnished by leaders in the calling, that could not be secured otherwise and that will represent, in study, experience, and furnishing for your delight and benefit, an aggregate in cost to those who have consented to contribute thereto, of thousands of dollars, there will be the entertainments, and all other incidentals of the convention and itinerary, to be furnished by the unequalled hospitality of the good people of Red Wing, Minneapolis, St. Paul, St. Cloud, Winnipeg, Saskatoon, Edmonton, Regina, Calgary, Banff, Lake Louise, Warroad, Lake of the Woods, Spooner, International Falls, Bemidji, Hibbing, Virginia, Duluth, and other interesting places; and by the Governments of Western Canada and the Great Railway lines. Tens of thousands of dollars in the aggregate will be expended in entertainments, souvenirs, badges, and mementoes for the editors to their enjoyment and information, by the generous people of the great Northwest. The benefits and delights are foreshadowed in Vice-President Hotaling's article.

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We were glad, the other day, to read in our old paper, the Red Wing Daily Republican, an editorial of Jens K. Grondahl, the present editor, giving deserved words of appreciation of the valuable work being carried on by Professor W. P. Kirkwood, as the head of the Department of Journalism of the University of Minnesota. We are also glad to know that Professor Kirkwood has consented to address the convention of the National Editorial Association of the United States, July 9th, on the subject, "What Schools of Journalism Have Accomplished and Should Accomplish."

They have done a great work, not only in instructing and inspiring students of journalism for greater usefulness in the calling of newspaper making but they have helped immensely, the men and women now in the calling, the working editors and publishers, in numerous practical ways. The newspapers in every state where exists a properly equipped and conducted department or School of Journalism, have received direct benefits as have the universities in which the teaching of journalism has been made a feature, and, indirectly, all the people have been not only by reason of improved newspapers and the broader knowledge that has been brought to them of the newspaper calling, its work, objects, usefulness and ethics, and also of the broad work being carried on by the Universities as well as that of the upbuilding of a better, abler, more conscientious and more reliable press better equipped to serve all the people, in the promotion of their industries and worthy institutions.

Here is the editorial, and may newspapers thruout the country take example therefrom and speak kind, en-

couraging words for the faithful workers in the field of journalistic education and improvement of the newspapers, the sources of knowledge, kindly counsel and needed inspiration for betterment in lives and improvement in homes and all the conditions of life, health, security, industrial production, and economy, good government and happy surroundings:

**"Department of Journalism"**

"Prof. W. P. Kirkwood, in charge of the Department of Journalism at the University of Minnesota, is making his department exceedingly popular and useful among the editors and publishers of the state. Mr. Kirkwood was responsible for the short course for editors immediately preceding the last meeting of the State Editorial association and altho it was the first attempt at anything of the kind in this state the venture was eminently successful and the editors' short course will be a permanent institution of the future. Mr. Kirkwood's department has taken an active interest in the development of cost systems and the promotion of the craft generally and he is developing under his instruction a considerable number of young men who will be sought by the newspaper offices of this and other states because of the training they have received. A style book for editorial work to encourage correctness and uniformity in editorial routine, is the last work issued from the University School of Journalism by Mr. Kirkwood and it shows the thoroness with which his department is being conducted. The State, as well as the University, is to be congratulated on having a man at the head of the Department of Journalism who promotes its interest with such enthusiasm and thoroness."—Red Wing Daily Republican.

The Daily Missourian, published by members of the School of Journalism of the University of Missouri, contained the following in its issue of April 10th, that will be read with interest by the members of the great National Printer-Journalist family, scattered thruout the world, from Ireland to New Zealand, not omitting the Republic of the United States, that has just awakened to participation in the "World War":

A plan for peace to be brought about thru the Press Congress of the World is contained in a telegram received yesterday by Dean Walter Williams of the School of Journalism of the University from James Schermerhorn, publisher of the Detroit Times. Mr. Schermerhorn proposes that instead of being postponed until 1919 the date of the Congress be set ahead a year, and the sole purpose of the meeting be to perfect a lasting peace. The Detroit publisher is well known in Columbia as a speaker before Journalism Week audiences. Last spring he spoke at the Made-In-America Banquet, the closing event of the 1916 Journalism Week.

**Telegram Suggests Plan**

Mr. Schermerhorn's telegram follows:

"To Walter Williams, President Press Congress of the World, Columbia, Missouri.

"Diplomacy and the good offices of neutrals having failed to effect a stay of warfare, why not permit the press of the world to try its hand at devising a scheme of preventing further bloodshed, wastage and suffering and of bringing all nations of the earth into a covenant of enduring peace? On this day of triumph over the tomb by One who came 'to give light to them that sit in darkness and in the shadow of death, to guide our feet into the way of peace,' I beg to propose that instead of postponing the assembling of the Press Congress of the World until 1919, the date be set ahead one year, thus making it possible for the delegates to meet this summer or just as soon as all the national associations can convene and select their representatives. The American Publishers Association meets in New York the last week of April,, and the National Editorial Association in Minneapolis in June. Have it understood that the sole purpose of this Congress is to have the best equipped leaders of the fourth estate of all Christendom formulate a basis upon which the warring nations can subscribe to an armistice, pending the adjustment of differences and the perfection of a permanent plan of international tranquility to which all have already assented in principle.

**"Press Important in War"**

"The press is the palladium of the people's liberties, it has been accused of making wars; its co-operation is sought and always patriotically given in the successful prosecution of wars; it is expected to suppress whatever may endanger the national cause in time of wars.

"Why cannot the press prove that it can suppress war itself, that it has the genius and breadth of vision, coupled with the love of humanity, to make peace at a time when all belligerents are weary of strife, and thus demonstrate before the world that the pen is mightier than the sword? There would be nothing in this aspiration on the part of the liberty-loving, untrammeled journalism of the world that would be out of harmony with the announced program of this country's participation in the struggle, and I believe all the nations at war would grant safe conduct to the delegates to the meeting place of the Press Congress of the World.

"James Schermerhorn,
"Publisher, Detroit Times."

## ALIVE TO ALL INDUSTRIAL INTERESTS

The receiving by this office of an advance copy of "A Tractor Analysis," an illustrated booklet issued by the Capper Publications, of Topeka, Kansas,—is a reminder of how devoted to all productive industries and all the best interests of the people, have been all the Capper papers from the time when Arthur Capper first came into the control of the Topeka Daily Capital until now, when nine publications are issued under the one control. Herein is a most valuable and practical object lesson for all who are engaged in the business of furnishing information to the people thru the public press. Service of the most direct and useful kind has been the keynote of the great success that has been reached. No wonder that the good people of Kansas have twice chosen Arthur Capper for Governor of the State.

The book is issued no less in the interests of the papers it represents than in the interests of the farmers and those who supply the farmers with the means for more extended, abundant and profitable production. How broad the scope of, and how thoroly the fields of inquiry have been covered, in this analysis, may in a measure be understood from the following facts stated in the introduction:

"In compiling this analysis the editorial and advertising staffs of the House of Capper, numbering 23 men and drawing an aggregate salary of $70,000 a year, participated. In addition 31 men active in agricultural extension or tractor sales development lent assistance. It is estimated that 12,000 farms have been visited in the last three years by the men who helped in its preparation, and probably 100,000 reports from individual farmers have passed thru their hands during the same time."

There is, incidentally, a most interesting review of the advance of agriculture given, showing the wonderful re-

sults coming from the introduction of machinery and the improvements therein, from 1848 when "ended the period of the man with the hoe," until the present, when

It is impossible, in a brief review, intended only to lead editors to a realization of the possibilities of service for producers and dealers—for advertisers and buyers—to give any adequate idea of all the information and suggestions contained in this properly copyrighted publication, that has so much of far reaching investigation and careful compilation, tho the whole is covered in 32 pages. There are thirty-two charts, twenty-four covering the territory of the United States, and others illustrating facts as to rainfall, plant growth, etc., the following enumeration of which will be found to convey hints as to some of the topics discussed:

"A picture illustrating the methods of sowing grain during the starvation age of 1800-20," and an illustration of the latest methods—"greater production per man is the ever increasing requirement placed upon American agriculture," "Prices of Wheat in Liverpool, England, from 1786 to 1816," "When Corn Planting Begins," "A map illustrating the large percentage of level land in the Great Plains district," "Tractor Sales Territory Present and Prospective," "Annual Rainfall," "Sales Opportunity Charts," "Summer Thunder Storm Belt," "Districting Oklahoma for Practical Crop Adaptation," "The Rapid Increase of the Farmer's Wealth," "Variation in Annual Rainfall of Various Kansas Points," "Percentage of Sunshine," "Average Monthly Velocity of Wind," "Evaporation in Inches During Summer Months," "How Evaporation Affects Soil Moisture," "Chart used to show the Importance of Permanent Practices in conserving the moisture in the Plains states," "Winter Wheat Acreage," "Winter Wheat Plowing," "Winter Wheat, Comparison of Eleven Months of Treatment," "Wheat Yields Under Different Treatment," "Growth of Plant Food," "Wheat —Results from Different Methods of Seeding," "Value of Different Root Beds for Corn," "Grain Sorghum Belt," "Water Required for Different Crops," "Moisture Exhaustion," "Corn vs. Sunflowers," "Moisture Exhausted," "Conservation of Moisture by Early Plowing," "Deep and Varied Plowing," "Moisture Reception," picture showing "Power Farm Machinery."

## AN ILLINOIS EDITOR PASSES AWAY

The Iroquois County (Ill.) Times-Democrat of April 6th records the sudden death of Benjamin F. Shankland, editor of the Watseka Republican, on Sunday, April 1st, from a paralytic stroke. The Times-Democrat gives the following brief account of his life, death, and newspaper career, and pays tribute to his memory:

While Mr. Shankland had been in very poor health all winter, he had been able to be uptown for a month or more, and had been able to attend to his editorial work, and the news of his unexpected demise was a real shock to everyone.

Benjamin F. Shankland was born in Warren county, Indiana, February 20, 1849, and was the son of Kendall and Amanda Shankland. In 1853 he came with his parents to Prairie Green township, being among the earliest settlers of that section of the county.

Mr. Shankland in 1884 became editor of the Watseka Republican. In 1887 he went to California, where he remained for a year, on the staff of the San Diego Union. He returned to Watseka and the Republican in 1888. In 1892 the present Watseka Republican Company was organized, with Mr. Shankland as president and Walter Higgins vice-president.

Shortly afterward the Republican was sold to L. F. Watson and Mr. Shankland went to Fairbury, where he was owner of the Fairbury Blade. He sold that paper in 1898 and went to Pontiac, where he purchased the Daily Leader, and also held a position as secretary of the State reform school.

In 1904 he returned to Watseka, and again repurchased the Republican, which he has edited ever since. He was appointed postmaster under the Taft administration, from which he retired in 1914, being succeeded by James H. Carey.

He was married December 26, 1877, to Miss Nancy R. Miskiman, who is still living. They have one son, Ken M., now a resident of Chicago.

Funeral services were held at the residence on South Fourth street at 1 o'clock Wednesday afternoon, and the remains were taken to Hoopeston for burial.

Mr. Shankland was the dean of the newspaper profession in eastern Illinois, and both professionally and personally was held in high esteem by his brother publishers. While a partisan editor nevertheless he was strictly fair in his editorial comment, and this feature won him the high regard in which he was held by the newspaper profession in this part of the state. His death is the cause of genuine regret to all who were fortunate enough to enjoy his acquaintance.

The individuality of the man of whom the pronunciation of his name brings respect and thought of things worth while is a most wonderful gift, and few men possessing this blessing of individuality find the happiness of their own personality in this life.

Editor B. F. Shankland spent many months of his life writing obituaries, eulogies and heart-felt sympathy in the bereavements of other people, little thinking of the shadow the announcement "Ben Shankland is dead" would bring to the community in which he lived, labored and wrought good during his lifetime. Mr. Shankland had peculiarities which were not understood by the transient, everyday passerby in life, but those who knew Ben Shankland loved the real characteristics of the man. And every right-living thing of creation has lost a friend in the demise of Mr. Shankland. He was a thinker far beyond the average work-a-day personage, and when Mr. Shankland gave utterance to his thought at public gatherings or in private conversation the man of fairness was always in evidence. And his perception of the reality of life went farther than mere human existence—every growing thing had a place in Ben Shankland's heart. Even the beauty of the trees of Watseka is a reflection of Ben Shankland thought, for many is the man who has been admonished in the reckless hacking off of tree tops, as it was always Mr. Shankland's pleasure to protect the life of the beautiful.

Watseka mourns in the passing out of Ben Shankland, and the fact that his remains have been interred in the Hoopeston cemetery is no small thought of loss to those who would covet the privilege of bearing the head in love and respect at his grave thru years to come, if the honored man's body had been laid to rest in Oak Hill cemetery—because "Ben Shankland" is not dead.

"Lyons, New York, March 26, 1917.

National Printer-Journalist,
4620 Ravenswood Ave., Chicago.

My Dear Mr. Herbert:

I have just been looking over your March number of the National Printer-Journalist and want to congratulate you on it. It is a splendid edition."

Charles H. Betts, Editor
The Lyons Republican, Lyons, New York.

# The Great Convention of 1917

## By Vice-President H. C. Hotaling

THE National Editorial Association meeting and outing of 1917 is to prove far more important and significant than appears on the surface. The meeting of itself will have to do with problems of supreme moment to every newspaper man in America. The print paper question will be entered into and discussed by the ablest men in our organization, men who have been on the firing line at Washington, who have given their time and money for the good of the greatest number. President Tomlinson is to present some foreign advertising propositions which, if adopted, will mean money to every publisher who will have the nerve to stick to what he knows is justly his due.

The program of the convention is being rapidly whipped into shape by President Tomlinson and will prove thoroughly practical. The local entertainment at St. Paul and Minneapolis which will occupy whatever time is not consumed by the convention, is now receiving attention from the commercial organizations of the Twin Cities. Following closely after the great Shrine meeting, which will be attended by over a hundred thousand visitors, the editors will have an opportunity to enjoy the wonderful decorations prepared for that occasion and also to profit by some of the entertainment secured for that event. Among these features will be the presentation of Longfellow's beautiful story, "Hiawatha," which is to be produced in an elaborate form, native Indians being used in the cast and brought down from the north woods. The lake resorts will be visited and a boat ride enjoyed on Lake Minnetonka. It is also expected to spend a part of a day at the State University farm school, where the visitors will be given an idea of the practical methods in vogue at that institution. A day is also to be given to St. Paul, where the printers' supply people and the Great Northern Railway will provide entertainment of an interesting character.

Enroute to the Twin Cities Sunday, July 8th, is to be spent at Red Wing, the former home of the first president of the association, where, in the words of Senator Jens Grondahl, "there will not be a dull moment and where ample souvenirs for all will be dispensed." It is planned to have the editorial specials from the Southland and from the East routed through Red Wing, while those from the West who desire the pleasures of this additional day can easily make the trip from Minneapolis, thirty miles distant.

Following the convention the party will leave over the Northern Pacific for western Canada, striking enroute St. Cloud, Little Falls, Staples, Detroit and Crookston, Minnesota, and Grand Forks, North Dakota. At each of these points, the commercial organizations are vieing one with the other to see which may entertain in the most generous way. At Grand Forks, a banquet will be served and a twilight automobile ride enjoyed. To go into detail would encroach upon the space of the Printer-Journalist, but the entertainment will be such as long to be remembered.

The train service is to be ideal, each train to carry but one hundred and twenty-five persons, the equipment to consist of the necessary Pullmans, two dining cars and an observation car. Present indications are that it may take five such trains to carry the editors who desire to avail themselves of this wonderful outing, which under ordinary circumstances could not be taken for less than $175, but which, thanks to the co-operation of the entire Northwest, will be open to bona fide newspaper men at a cost of about $65, this to include every item of expense, meals, berths and railway travel in the neighborhood of four thousand miles. Among the plans under consideration is the publication of a daily paper, three editions of which will be issued each day. For this paper, a press is to be secured and a linotype machine. A dark room will be arranged for the official photographer so that in every feature the publication will be right up to the moment. This publication will be known as the National Editorial World and will have the Associated Press news, so that each day, and at all times, the party will be kept in constant touch with the outside world.

As stated in the opening of this article, the importance of this year's outing becomes significant when it is pointed out that the trip into Canada will take the nature of an observation, a fitting memorial of the one hundredth anniversary of the treaty of peace between the United States and Canada. It will be remembered that the Rush-Bagot treaty of 1817 was an agreement whereby war vessels on the great lakes were dismantled and no more ships of war would be built for use on the lakes. This agreement has been properly pronounced America's supreme achievement and through its friendly foundation has developed a common feeling of good will that cannot be duplicated elsewhere in the world. Nowhere upon the face of the earth can be found two great nations living in closer and more friendly harmony than the Dominion of Canada and the United States. It is a friendship so interwoven in the communion of common interests and common causes that it is indeed appropriate that the editors of the United States have decided to make the slogan of their visit to Western Canada the coming summer, "We are one with you. Our problems are your problems, your interests are our interests." And this is largely true as both are agricultural countries, both are in a process of development and growth, there are somewhat similar problems of climate, immigration laws, schools, etc. It is to study these problems that the editors will make their visit to the west. It will prove an educational experience, yea more, it will be a ratification of the friendliness of the two nations which for more than a century have worked almost in common, living side by side, each developing its own interests in peace, content in that progress which was developing on this continent a people with red blood in their veins, slow to anger, but zealous for the right when aroused.

It is to become better acquainted with the great nation of Canada that the National Editorial Association, consisting of representatives from the various states of the Union together with Alaska, will join hands with their neighbors and draw even closer the tie of friendship which has for so many years held them together. Such a visit will prove of inestimable value in cementing these ties of fellowship as it will result in a better understanding of conditions, an unfolding to many the wonderful resources of a great empire together with its material advancements, which are building a acitizenship broad and deep that stands for law and equality, for honor and integrity. Great expositions are arranged to observe notable events in a nation's history. These are of slow

E. H. TOMLINSON, PRESIDENT N. E. A.
Morristown, New Jersey

H. C. HOTALING, VICE-PRESIDENT
Mapleton, Minn.

GEORGE SCHLOSSER SECRETARY
Watertown, South Dakota

J. BYRON CAIN, TREASURER
Belle Plaine, Kansas

growth and not so spontaneous as the outpourings of the heart like that of the coming visit of these prominent newspaper men and women who believe that the dwelling together in peace of Canada and the United States for so many years is an event worthy of more than a passing notice. And they are right.

It was Dr. James A. MacDonald of the Toronto Globe who a few years ago described such friendship as "America's supreme achievement," and it is an achievement in civilization, a sight which has the approval of Divine Providence leading on to that era pictured by the poet Burns, "when man to man the warld o'er shall brithers be." But let Dr. McDonald describe it: "Four thousand miles where nation meets nation, where sovereignty meets sovereignty, where flag salutes flag, but never a fortress, never a battleship, never a gun, never a sentry on guard. Can you grasp it? A thousand miles up the mighty St. Lawrence. A thousand miles along the Great Lakes. A thousand miles across the open prairies. A thousand miles over the world's mightiest mountain ranges. It is the idea which North America offers to all the world in a boundary line between two proud, high-strung, aggressive nations, four thousand miles long from ocean to ocean but across which in more than one hundred years neither nation has launched a menacing army or fired a hotsile gun." Such preparedness is that depicted by the golden rule and a notable illustration that the pen is mightier than the sword.

The editorial party will arrive at Winnipeg the morning of July 14th and will be given ample opportunity to see this city, the metropolis of western Canada, and where the Stars and Stripes will on this occasion be entwined with the Union Jack. We will then continue on westward to Saskatoon, Edmonton, Regina, Calgary, Banff, Lake Louise to Roger's Pass. All of these cities will be a revelation in development while the scenery in the Canadian Rockies can only be duplicated by the Alps and it is even questioned if even they surpass. At all of these points, novel entertainments are being arranged for by the commercial organizations. Just what these are we are not permitted to disclose as each city is anxious that its entertainment be the best.

Returning southward to the States, Minnesota is entered at Warroad, where the party will have an opportunity to secure a glimpse of the Lake of the Woods with its 14,000 islands. It was hoped to have taken the editors across this wonderful expanse of water with its rugged scenery, unmarred by the hand of man, but being almost in the wilds, it was impossible to secure the necessary boat accommodation for so large a party. From Warroad we pass on to Spooner, where there will be a little rest up from the strenuous pace of the previous few days, prior to again resuming it for the final lap down through the mining district of Minnesota to the Zenith City, Duluth, the head of Lake Superior. At Spooner, the party will be regaled with a home dinner, such as they will long remember. For the little town "where clover grows like a weed" intends to be remembered in the hearts of the newspaper people of America.

At International Falls, an opportunity will be given to go through the great paper mill, the largest in the world and from which plant the great dailies of New York and San Francisco secure their supply. Here also will be available a trip by launch on Rainy Lake and other entertainment provided. Leaving late at night, the party will find themselves at the morning hour in the big wood of Minnesota near Bemidji and will take breakfast with the lumber jacks. They will thus be able to see how quickly the king of the forest can be laid low, made into saw logs and later in the day see the same timber turned into lumber. At Bemidji, they will participate in a novel entertainment, one of the features being a pavement dinner, where several hundred of the citizens of this hustling city will join with the editors at lunch.

From Bemidji the party will travel on to Coleraine, Hibbing and Virginia, the wonderful cities of the Iron Range, where the guests will be feasted in the very bowels of the earth. These cities have a reputation for entertaining that has never been equaled and on this occasion it will no doubt be up to the average.

The concluding stop will be made at Duluth and an entire day and evening will be given to this city so that all will have an opportunity to take a short trip on the greatest body of fresh water in the world and to see for themselves how the great iron mills at Pittsburg secure their supply of raw material.

Taken as a whole, the meeting, the trip and the associations which will be formed will make this gathering of 1917 one that will be remembered by those who participate as not only truly enjoyable but thoroughly profitable in its revelation of big things.

### Visit to Red Wing a Historic Event

The visit of the National Editorial Association to Red Wing, Minn., on Sunday, July 8th, will be a memorable and historic event. Red Wing is one of the most beautiful industrial centers of the Northwest, located on the Mississippi, less than fifty miles below the Twin Cities. It possesses great scenic beauty as it clings to the hills and nestles in the valley along the Father of Waters; its educational and municipal institutions are worthy of study and admiration; and its diversified, prosperous manufacturing industries are in a class by themselves. These and other features that might be mentioned would seem sufficient inducement for the National editors to spend a day in "The Desirable City," but there is something of still greater interest which will appeal to the members of the great organization of newspaper men coming to Minnesota in July. When the National Editorial Association was founded in 1885, at the instance of Col. B. B. Herbert, Mr. Herbert was then a citizen of Red Wing and the editor of the Red Wing Daily Republican. He gave a quarter of a century of the best part of his life to the Red Wing newspaper and Red Wing institutions, many of which he helped to found and start well on their way to unprecedented success. He was always constructive in his policy, always helping to create something for the good of the community and for the benefit of his fellowman. And it was this spirit which prompted him to send out the call for the first meeting, at which the National Editorial Association was founded. Incidentally, it might be stated that the same year, 1885, he founded the evening edition of the Republican, which had been a weekly publication since 1857.

For a number of years many members of the National Editorial Association have felt that the founding of the organization by Col. Herbert should be commemorated in some permanent form. It has been decided that the forthcoming visit to Minnesota offers the psychological moment for so doing. Hence, it has been arranged that a tablet in honor of Col. Herbert, in recognition of the fact that he founded the Association, be unveiled and dedicated in Red Wing by the editors. The National Association will be the guests of the city for the day and there will not be a dull moment. If the train schedule permits, there will be opportunity for those who wish to attend divine services in the morning, a noonday meal will be served at the Armory or in the open, the dedication exercises will probably take place early in the afternoon, and the re-

maining time until the departure of the trains for the Twin Cities will be devoted to automobile rides through Red Wing and environs and launch rides on the beautiful Mississippi. Red Wing being the first stopping place in Minnesota, it is anticipated that many of the editors from the west will meet their brethren from the east at this point and participate in the honors to the Father of the Association. Col. Herbert has attended every National Convention since the organization of the N. E. A. and it is a happy coincidence that the Association pays a visit to Minnesota while Mr. Herbert is in the full enjoyment of his physical and mental vigor and can be present when the tablet in his honor is dedicated. It will be a delightful, historic occasion which no member of the National Editorial body can afford to miss. A detailed program of the busy and interesting day at Red Wing will be published in due time.

## NOTES

The official badge of the convention will be a thing of beauty. It is to be in keeping with the editorial profession and the city where the convention is to be held, having a picture of Minnehaha Falls.

Mr. Fred D. Sherman, Minnesota's Commissioner of Immigration, will not only present each guest with four beautiful booklets dealing with various parts of the state but is preparing a "copy book" for the use of the editor who desires to take notes. This book, in addition to having blank pages for the convenience of the editor, will have descriptive matter of each of the cities to be visited within the state, giving correct and up-to-the-minute information.

The Northern Minnesota Editorial Association and the Ben Franklin Club of the First Congressional District of Minnesota have voted to give up their summer meetings to join with the National editors and act as a reception committee to their brethren from away.

Iowa editors are considering the matter of returning home from the convention by way of the Mississippi River. It would prove an ideal trip and would in no way interfere with the regular outing. If arranged for, they would perhaps be willing to include editors from other states who desired a more extended outing. Others may return home leaving the party at Duluth and going down the Great Lakes to Chicago, Cleveland or Buffalo.

A happy feature of this year's arrangement is that no one will have anything to worry about after the first reservations are made. A coupon book will be issued to each guest which will cover every detail, berths, railway fare, meals, etc. This is important when it is taken into consideration that the party will travel on some ten different railways and in two different countries. All are to be treated alike and while of necessity there will be several sections of the special, all will be given the same favors and consideration.

It is very important that reservations be made at once with Secretary Schlosser, as owing to existing conditions in both countries, equipment is hard to secure and no one is to be included at the eleventh hour.

Booklets descriptive of the trip and giving details will be issued very shortly by Secretary Schlosser. As I understand it, these will only be sent to those who make reservations, so if you are interested and want the inside information, write George Schlosser, Secretary, Watertown, South Dakota.

H. C. HOTALING.

Mapleton, Minn., April 2, 1917.

## AT 81 YEARS WILL MAKE THE EFFORT TO ATTEND N. E. A. CONVENTION

Dansville, New York, April 9, 1917.

My Dear Mr. Herbert:

I doubt my ability to attend the Convention at Minneapolis, but will make the effort. I am "spoiling" to see you. Today is the 54th anniversary of my marriage and I was 81 years old the 10th of March. So you see, I am

MR. A. O. BUNNELL

getting along towards "30." I have many pleasant memories of our friendship of numerous years.

You are keeping the Printer-Journalist up to its high standard and doing a world of good to the profession and to your fellow citizens generally.

Fraternally yours,

A. O. Bunnell.

## A BOOK COMING FROM CHARLES FRANCIS

"Printing for Profit" is the title chosen by Charles Francis for the book he is writing, which will be published in a few months. Inasmuch as half the printing of the country appears to be done without a real profit, and hundreds of printers complain that it is the hardest kind of work to make a living in the face of such cut-throat competition, it is inspiring to learn that Mr. Francis admits to making a profit, and that he is going to tell us how he did it.

We have always believed that Theodore L. DeVinne's books were popular largely because we all knew that he wrote from a wide experience, that he gave us his accumulated knowledge, not as a mass of theory, but as proven fact. In the same way, the trade will value a book by Mr. Francis, for the great printing office he has built up since 1894 is the proof that he "knows," and the Printer's League of America is a further evidence of his capacity to lead thought in his chosen field.

Most men who build up great businesses stop there, and it is edifying to learn that a man of such responsibilities is so in love with work that he gives up much of his leisure to writing a book of his struggles, detailing the steps by which he climbed the Ladder of Success.

## ADVERTISING RATES RECOMMENDED

Editor National Printer-Journalist:

The following announcement is sent to you in the hope and expectation that you will give it publicity thru your valuable publication. Any comment you see fit to make will also be appreciated.

We do not send it out as perfect, but do believe it has enough of merit to be of benefit to those small publishers whose rates are now too low and who will find it of help to secure an adequate increase thru the knowledge of what we are willing and able to maintain as fair and reasonable recompense for foreign advertising. We believe also that it is a needed and real start toward the simplification of the work of placing foreign advertising in home papers and an aid to the ready distinguishing of those it may be considered by any prospective advertiser desirable to use—two things necessary to the end that such business may attain the growth we see in store for it.

We recognize that it is a big undertaking we have in hand, in which mistakes are likely to be made at the start and we invite criticism, for we are confident that we are on the right road and will come out successfully, if we have the co-operation of the trade press and all interested factors, in making the plan fully practical and in securing it publicity and support. It has already been submitted to a number of advertising agents who have given hearty approval to the principles involved and we only ask as to the rates we recommend that they be equitable and alike to all, for which we are providing.

As to the fairness of the rates recommended, we hold it readily demonstrable that any paper, no matter how cheaply produced, must have 10c to exist, and that space is worth that much in any paper worth using at all.

The advance proposed from the minimum rate is the very least that can possibly be considered as a reasonable recompense to provide for the extra expense of issuing a worth-while paper (which we want all papers to have a chance to become) and of the business-like service which is desired of our papers, but which cannot be given without expense.

Very truly,
E. H. Tomlinson,
President National Editorial Association.

### Foreign Advertising Rate Recommendation

These recommendations do not apply to local advertising, which is necessarily subject to local conditions.

Realizing that the rates of country papers for foreign advertising now in vogue have been generally fixed at haphazard, with little consideration of costs to the publishers or value to the advertisers the Advertising Committee of the National Editorial Association has, with its sanction, been seeking to bring about more uniform and adequate rates, taking into account circulation and service.

In view of the fact that many publishers find it necessary at this time to revise their rates because of the prevailing high costs, the committee believes it will be helpful to many of them now to make public the rates it expects to recommend at the convention in Minneapolis in July as justified for foreign advertising under present conditions and which it believes are at the same time fair to advertisers.

### Home Print Papers

It recommends for Home Print Papers, guaranteeing circulation and rates, the following GROSS rates per inch, based on circulation, as set forth:

| | Up to 800 | Up to 1200 | Up to 1600 | Up to 2000 | Up to 3000 | Up to 4000 | Up to 5000 | Up to 6000 |
|---|---|---|---|---|---|---|---|---|
| Weeklies | .14 | .16 | .18 | .20 | .24 | .28 | .32 | .36 |
| Dailies.. | .12 | .13 | .14 | .15 | .18 | .21 | .24 | .27 |

The above rates are all GROSS rates which the publisher will quote to all inquirers. From the gross rates the agency's commission will be allowed to recognized advertising agencies and an additional commission to his special representative.

Composition, 6c an inch, net, extra.

The above papers we designate as Class A papers.

### Papers of Unguaranteed Circulation

Both Weeklies and Dailies 10c.

Composition, 6c an inch, net, extra.

These papers we designate as Class B papers.

### *A Papers

We find some Class A papers so completely dominating their field, or for some reason so especially valuable for foreign advertising that they are entitled to such

J. C. MORRISON
Morris, Minn., Chairman Advertising Committee

increase over the rates recommended for the usual Class A papers as the service they are able to give warrants.

These papers we designate as *A papers.

We recommend an absolutely flat rate because (1) It simplifies the placing of advertising; (2) Advertisers and their representatives desire it; (3) Those papers which have tried the flat rate recommend it.

We further recommend that all papers desiring foreign advertising guarantee their circulation and rates, as it will entitle them to the higher prices of Class A, which this committee proposes to aid them in securing, under plans it has in contemplation.

We are led to lay great stress on this point because we find much evidence that when advertisers are assured that circulation and rates can be depended on to be as represented they will more freely place advertising at the higher rates than at the lowest possible prices obtainable when there is a question as to the dependability of claimed rates and circulation.

We believe that all papers are entitled to the above

rates and that they can be secured and maintained by combined effort.

In fact, we know we can successfully uphold the proposition that publishers cannot give a service satisfactory to the advertisers without actual loss to themselves at lower rates.

J. C. Morrison, Morris, Minn.,
Chairman of the Advertising Committee,
National Editorial Association.

E. H. Tomlinson, Morristown, N. J., President.

## NEW ZEALAND NEWSPAPER MAKERS IN CONVENTION

### How They Conduct Affairs in the New Land of the Southern Seas

Newspaper Proprietors' Association
of New Zealand,
Christchurch, March 16, 1917.

Editor National Printer-Journalist, 4620 Ravenswood Avenue, Chicago, Ill., U. S. A.

Dear Sir:—I enclose reports of the Annual Meetings of my Association and the Press Association which you may perhaps deem of interest to your readers.

Yours faithfully,
L. J. BERRY,
Secretary.

### Report of the Annual Meeting of the Newspaper Proprietors Association of New Zealand held in Chamber of Commerce, Wellington, on February 26, 27, and 28, 1917.

#### Delegates Welcomed by the Mayor

Mr. P. Selig (president) was in the chair at the opening session of the annual conference of the Newspaper Proprietors' Association, held in the Chamber of Commerce. In the name of the delegates, Mr. Selig said that they were all pleased to have the honor of the presence of His Worship the Mayor.

The Mayor (Mr. J. P. Luke) said that next to a gathering of engineers he was pleased to be amongst a gathering of newspaper proprietors' representatives of the Press Association, and the master printers of New Zealand, and gratified that they had selected Wellington as the locality of their meeting. He believed that for some time past they had met in the different pleasure resorts of the Dominion, and that it was the first occasion for some time that they had met in Wellington. He hoped that it would be to their interest and profit, and that their social recreation would be advanced. At present, interest was centered in the great war, and he believed that the papers were interested in the progress and happiness of the people, and that they thought, with himself, that their first aim should be to bring about the highest efficiency consistent with economy, as was the case in the Old Country at the present time. It was no time for slackness at such a critical time. He felt that all present must have felt the effect in their businesses, and it was to their credit that they were doing their share to help the nation in the great war. All ranks had enlisted—editorial, reporting, and those on the business sides of the papers. They had lost some of their comrades and some were doing their duty now, and they should honor them for the sacrifices they were making. And they should let it go forth to the Dominion what a great stay the womenfolk had been, how they had faced the exacting conditions, and had not been second in the work of equipment. In that they had played an honorable part, and were continuing to do so at the present time. Whilst it was the duty of the papers to reflect the news of the war, he thought that they might conserve that interest and still bring about a reduction in size and space in carrying that out. A good deal could be left out as far as the community in general was concerned without feeling it. In his municipal capacity he had cut down the material used in his office by about 60 per cent., and had effected a saving in that respect. Speaking of the newspapers as a factor in education, he said that the Press of New Zealand ranked very high. The papers could be taken to their homes and there was much profit in them. A reflection of their powers as educators existed in the fact that in 1874 80 per cent. of the people could not read. Now there were only .8 per cent. of the people who could not read. If there were representatives of the Press Association present he extended to them the hearty thanks of the citizens in receiving and supplying the news that was read by the people of the Dominion. (Applause.)

The chairman said he thought it was the first time that the New Zealand Newspaper Proprietors' Association had been honored by anything in the form of a civic reception. In Australia it was customary at newspaper conferences to have the Prime Minister, and sometimes a Governor, present to address the members. Reports just to hand from the Press organization in Sydney reported the presence of Governor Strickland, Mr. Holman, and another member of the Ministry. If they could not have the honor to be addressed by such great personages, to have the Chief Magistrate of the City was very gratifying. This civic reception was especially gratifying to him, as it was in this city he had first landed 54 years ago. At that time it was not as it is now. He had recently the pleasure of reading an interesting historical sketch told by Mr. Haybittle, whose relatives he knew well. The fact that Mr. Haybittle was 93 years of age and still well, spoke for the health properties of the place. In those old days, Wilkinson's tea gardens was the only place on the other side of the harbor. Wellington had always been governed by a progressive council, and none had been more progressive than the one presided over by His Worship the Mayor. Mr. Luke had made reference to the activities of the the newspapers, and he (Mr. Selig) thought he could say, without being egotistical, that the newspapers of the Domninion had played their part during the war and they were quite prepared to continue to do everything they could to assist to win the war. They recognized that they had to suffer, and they were suffering, with the rest of the business people of the Dominion. Their staffs were being taken for the war, and in most cases the proprietors had induced their employees to enlist, and were paying full and part salaries and keeping their billets open for them. He thought that was quite a proper thing for them to do. As to economizing in regard to production, he mentioned that the cost of paper had gone up in some cases as high as 200 per cent.—more in some cases—and everything used in the production of a newspaper had increased enormously in cost. He asked his Worship to accept the heartiest thanks of the Newspaper Proprietors' Association and the Master Printers for the honor he had done them by his presence on that occasion. (Applause.)

In acknowledging the tribute the Mayor said that he hoped they would all enjoy themselves in Wellington. Observation cars would be placed at their disposal for the delegates to have a run around Wellington, and see its beauties from the hill-tops.

Late in the evening Captain Neisigh, official organizer for the New South Wales Government of the World's Press Congress; to be held at Sydney in March, 1918, explained to the members of the conference the nature and extent of this great gathering of newspaper representatives. It was expected that the Press of the world would be well represented in spite of the war, and he issued a hearty invitation to the Press of New Zealand to participate.

Captain Neisigh was thanked for his interesting address and invitation.

### Price of Newspaper—Increase to be Made in April

In the course of his presidential address at the annual conference of the Newspaper Proprietors' Association, Mr. P. Selig said that newspaper owners had grave reason for concern regarding future paper supplies. The first shock of the New Year was the failure of the initial shipment from Powell River, which was not now expected till March. Contracts made for 1917-18 are "freight at buyers' risk." Twelve months ago he had referred to the fact that the cost of output of newspapers had gone up by leaps and bounds. All materials that enter into the production of a newspaper have continued to increase in price. The principal offices have had to face an increase in price of news print paper of nearly 125 per cent. compared with pre-war figures. Metal, ink, and other materials, also wages, cost of cable service and telegrams had also largely increased. All over the world somewhat similar conditions prevailed, and they must face here, as elsewhere, the question of raising the selling price of papers to the public to, in some measure, recoup these heavy additional expenses in production.

After a very full discussion by the largest meeting of newspaper proprietors held in the Dominion for many years, it was unanimously resolved: "That this meeting of members of the Newspaper Proprietors' Association of New Zealand is of opinion that in view of the enormous increase in the price of news-printing paper and the increased cost of material and of working expenses in practically all departments of newspaper production, the time has arrived when an increase in the selling price of New Zealand newspapers can no longer be avoided, such charge to come into force on April 2."

### The Election of Officers

Officers for the ensuing year were re-elected as follows: President, Mr. P. Selig; vice-president, Mr. F. E. Hyman; executive committee, Messrs. H. Horton, L. Blundell, F. Pirani, G. Fenwick, E. A. Jones; awards committee, Messrs. F. E. Hyman, F. Pirani, P. Selig, P. Bond, W. C. Weston; secretary and treasurer, Mr. L. J. Berry; hon. auditor, Mr. R. Bell.

A motion of sympathy with relatives of the late Mr. W. J. Grant, of Woodville "Examiner," was passed.

The Revs. Dawson and Williams, representing the New Zealand Alliance, attended as a deputation and spoke on certain patriotic and national aspects of the temperance question and press publicity in relation thereto. The chairman thanked the deputation for their attendance, and stated that the matters spoken of would receive the consideration of members.

### Annual Meeting of the Press Association

The annual meeting of the Press Association was held March fifteenth. There were present: Messrs. P. Selig (chairman), H. Brett, G. Fenwick, Hon. G. Carson, C. S. Smith, F. Pirani, H. Horton, L. Blundell, P. Bond, C. East, C. H. Walker, R. P. Furness, J. A. M'Kay, T. C. List, A. M'Nicol, J. Coombe, W. C. Weston, R. J. Gilmour, A. E. Jones, E. C. Huie, E. G. Kerr, R. Bell, F. E. Hyman, H. A. Duigan, G. T. Allen, A. E. Copping, W. Dinwiddie, E. Darley, W. M'Cullough, W. R. Kettle, C. J. Nightingale, W. Atkin, A. E. Manning, A. A. Lucas, A. L. Muir, W. J. Geddis, C. Earle, and G. H. Dixon.

The annual report made allusion to the fact that the association had secured rights to both great cable services now supplying Australian papers, and was able to give the pick of the messages of both services. During the year over 750,000 words had been supplied, and the amount was likely to be increased. Owing to the pressure of Government work on the cable lines there had been delays in transmission at times, which caused some inconvenience to subscribers, but everything possible had been done to improve matters. There was also congestion at times on the New Zealand lines, and most unfortunately the Cook Strait cables had several times been under repair, and interfered with local transmission to some extent. The post was now being used to distribute certain heavy budgets that could not be conveniently telegraphed. There were 74 subscribers to the association.

Discussing the report, suggestions were offered by several members as to the course which should be followed when the time came to renew the cable contracts.

The chairman delivered an exhaustive address, covering the work of the association in many branches, and on his motion the report and balance-sheet was adopted.

Messrs. Brett, Horton, Carson, and Pirani, the retiring directors, were re-elected without opposition. Mr. F. Shaw was re-elected auditor.

A suggestion was made that the casualty lists posted up by the Government would be much improved if the next-of-kin was inserted, instead of the bare names, as at present.

From further discussion it appeared that the possibility of amalgamating the Press Association and the Newspaper Proprietors' Association was under consideration.

Wellington was selected for the next meeting.

* * *

## COMPULSORY HEALTH INSURANCE

From Magnus W. Alexander, West Lynn, Mass., comes a neatly printed booklet with the title, "Some Vital Facts and Considerations in Respect to Compulsory Health Insurance." The thought naturally occurs, when considering the value of health for any reasonably decent existence, for comfort, efficiency, or any kind of accomplishment or success, why should there be a necessity for anything compulsory with regard thereto? Yet experience and observation teach that there is nothing else of which both workers and employers are so utterly regardless and reckless as to health. Newspapers have found departments of health or "How to keep well," of great value, of real, vital interest, and some, like the Brooklyn Eagle, as recorded in other pages of this issue, have found it profitable even to provide public lectures on health and to keep an able physician as a member of the newspaper's editorial staff, like the Chicago Tribune and many other great dailies. The health of the people, like other good that affects the public, is the concern of the press. The health of each is the concern of all, as Dickens, who was first a newspaper man, very pathetically taught and illustrated in his touchingly effective stories. Sickness is not only waste but a constant menace. A plague of fever

may start in an insanitary, poorly ventilated tenement, room or shop and spread until scores are infected and even the highest in usefulness, society, learning or position are reached.

Experience shows that compulsory health regulations are needed even in our enlightened land of liberty, where liberty is too frequently used to practice, or impose that which conduces to sickness, weakness, incapacity and death.

So much by way of the general consideration of health.

This booklet has to do with:

"The legislative proposals for Compulsory Health Insurance, pending in several states, contemplates the creation of insurance funds by means of which sick or injured wage-earners would be furnished free medical, surgical, and nursing aid and medical supplies from the day of sickness or injury, also cash benefits equal to two thirds wages from the fourth day of their disability and during its continuance for a period of not more than six months in any consecutive twelve months. * * * Under this system there would also be furnished certain dental and hospital aid and funeral benefits; maternity benefits to female wage-earners or the wives of wage-earners; and medical, surgical and nursing aid and medical supplies to dependent members of wage-earners' families. * * *

"The proposal centers around the claim that high sickness and death rates prevail among American wage-earners; that the average wage-earner, when sick, is unable to meet the expenses of proper medical care and the needs of his dpendents; and that existing agencies cannot provide adequate relief.

"A plea is therefore made for legislation to guarantee wage-earners against exigencies of sickness and its consequences, on the ground that in this way the health of wage-earners will be conserved, their happiness and efficiency increased, and the productive resources of the country strengthened."

The facts set forth in the booklet indicate that health insurance does not result in healthfulness but, possibly, in greater lack of carefulness on the part of workers who feel that they and their families will be provided for in case of accident or sickness. It is certainly an important matter affecting all our industries and the press, in guarding the best interests of all concerned, should give full investigation, and advise caution against hasty legislation. The promotion of health is all important but the imposing of any burden on the industries that would be inequitable, unjust and crippling in results would prove injurious to both employers and employees.

To quote further from the booklet:

"Advocates of health insurance legislation have sought support for it by calling attention to an annual wage loss of $500,000,000.00, or more, in the United States on account of sickness among wage-earners. Assuming this statement to be true, altho its truth has not been established, it must be borne in mind that the dominating influence of any health insurance scheme should be to prevent sickness and thus eradicate both the wage loss and the consequent loss in productivity, at the same time building up the efficiency of the worker as an individual and of the nation as a whole. Does payment of cash benefits to idle sick wage-earners, in the light of European health insurance experience, accomplish any one of these constructive results?

"The whole problem of health insurance bristles with uncertainties; yet many of these can be removed by careful study, and they should be so removed before creating a health insurance law, in order that it might be less expensive and less palliative, but more direct and more effective in grappling with the real problem. As has been said before, even tho the pending health insurance proposal should be refused enactment, there would yet remain the problem of a large amount of preventable disease and death and of consequent distress among some of our people, which would still demand most serious thought and which should be reflected in early remedial action. Effective measures should be taken to find out how much preventable disease exists, what its character is, where it flourishes, what causes it, and how it can be prevented. Such work must be very thoroly done in order to provide a foundation on which health betterment measures could be based with a satisfactory degree of accuracy. In no case should the problem be forgotten. There is no more serious bar to our industrial and national efficiency than the lack of vitality among our people, whether wage-earners or not.

"Let us have full light on this important problem. Let us investigate it rationally and contrast results of our investigation with the facts made available by foreign experience. The bewilderingly large problem can be reduced to a series of simple, definite studies, each of which would point its pertinent lesson. Then right remedies will present themselves with logical force.

"The extension of knowledge of health factors among our people, with a clearer understanding of the causes of disease and its results, particularly contagious disease, may be utilized with far reaching effect to prevent much preventable sickness; such a spread of knowledge, in conjunction with well planned methods, governmental or otherwise, for coping with the remaining sickness among our people, would seem to be the natural process in the promotion of a worthwhile health campaign."

## NOTE

The Keystone Type Foundry announces the appointment of Mr. L. R. Netzel as Manager of its Chicago house. Mr. Netzel has been working in the Type Foundry and Supply line for twenty years, learning the business in the good, old-fashioned way—starting at the bottom and working toward the top. This has given him first-hand knowledge of the goods to be sold and also of the needs of printers. The question in the business world today is not "How old?" but "How capable?" Like the Keystone Type Foundry itself, Mr. Netzel is neither a kid nor a patriarch. His many friends will doubtless wish him success.

L. R. NETZEL

## AN APPRECIATION OF LOUIS WILEY OF THE NEW YORK TIMES

### Ability for Organization, Thoroness, Promptness, High Ideals, Clearness, Concentration, Quickness in Decision and Dispatch of Business

The following, in appreciation of the Business Manager of the New York Times, from "The Editor and Publisher," contains so much of personal characteristics, methods and principles of highest value to successful newspaper management, that a reproduction of the same here, we are sure, will be appreciated by and prove profitable to, the readers of the National Printer-Journalist:

Louis Wiley, business manager of the New York Times, possesses a genius for organization. A man of electrical energy, he dispatches a wonderful volume of business in a short space of time. He never allows anything to accumulate on his desk. The decks are always clear in the business office of the Times, due to the careful training of the employees and the discipline that prevails. It may be that there is something in the Times office that he does not know. If so, it's because it is not worth knowing. His is a mind that does not grope for the solution of a problem. He seems to turn a mental X-ray into the heart of every question, and gives a decision at once. If the question is one that requires more than the usual thought, Mr. Wiley gets on his feet, shoves his hands down in his trousers pockets, perhaps paces the floor for a moment or two, and then, in the fewest possible words, will clear up the matter in a sentence, the clarity of which impresses all who come in contact with him. There is no waste of time in his program. He carries in his mind all the business affairs of the Times, down to the minutest detail. He will dictate letters to one stenographer, and within a few moments dismiss her and call another. Within an hour he will have three or four of them at work. It is a rule of his that all letters must be answered the same day they are received, and he hurries through to catch the earliest mail. In between letters he will have discussed office affairs with perhaps half a dozen associates. The conversations are characteristically short—they drive right to the point. He renders decision quickly—and justly.

Mr. Wiley keeps the advertising columns of the Times as wholesome as the editors keep the news section. Years ago, before it was the fashion generally to censor advertising, and before there was such a stir to prevent misrepresentation, Louis Wiley had barred the faker from the columns of the Times. Each advertisement was scrutinized, and everything of a doubtful nature was cast aside. He did it quietly, without boasting, in a successful effort to raise the standard of the Times. The employee who does his work well has a life position in the business office of the Times. The one who strives goes forward and upward. It is his policy. Men who have grown old in the service are kept at work—they are never turned adrift. And this fact is another sidelight on Mr. Wiley's character.

He has the faculty of conducting an interview briefly, getting at the crux of his visitor's proposition, and of terminating the interview in the fewest possible number of minutes—without offending his caller. It is a gift.

Mr. Wiley laid the foundations of his success in a country newspaper office, where one has to do something. He learned the business on the Mt. Sterling (Ky.) Democrat. He started in the printing department. When he became a reporter he soon demonstrated that he was thoro. Here he learned how to ask a question in such a manner that it would bring an answer in the fewest possible words and cover the widest scope. He never missed anything. It is told of him that the leaders of an opposition political party held a secret caucus in the court house. Only the "elect" were permitted to be present for they intended to "put over something." Mr. Wiley had a full and complete report of the meeting. Those present accused each other of giving out the information, when as a matter of fact, he obtained the report by the simple expedient of getting into the garret above hte room where the caucus was held, in advance of the meeting. Later he solicited subscriptions and then advertising, and finally took business charge of the office. Later he became a reporter on the Rochester Post-Express, and at twenty-two years of age, business manager of that paper. When he identified himself with the New York Times he had exactly the training necessary. He possessed the kind of talent sought by Mr. Ochs. He is a man of high ideals, the strictest business integrity, of wide acquaintance, and magnetic personality. He is an excellent speaker, and is full of wit, which flows spontaneously. He picks up and handles subjects on the spur of the moment, and seems never at a loss.

Mr. Wiley is an incessant reader of worth-while books of an informative character. His hobby is the Times. He is no respecter of hours. He is down early—and is generally there long after a majority of the employees have gone home. He works incessantly.

## EMPLOYES PRESENT FLAG TO WALTER SCOTT & CO.

Walter Scott & Co. were agreeably surprised on April 10th when their employes presented them with a large American flag. The company had just decided to order a flag to be raised on their factory, so that coming at this time, this generous gift and show of patriotism on the part of the employes is especially appreciated. The presentation was made by Fred W. Fleming, representing the shop employes and as a demonstration of their patriotism

The Scott Company is selecting a suitable location for the new flag and will at once make arrangements to have it properly displayed. A formal flag-raising exercise will be held at noon within the next few days.—Courier-News, Plainfield, N. J.

This was certainly a gratifying evidence of goodwill and patriotism on the part of the employes of the great press manufacturing company. Workers who are loyal to their employers may be counted upon as being loyal to their country, to the community in which they live and to their families. Loyalty and patriotism may ever be reckoned as the worthy insignia of every true American workman, and all worthy men are workers in this free land; in either office or shop, employes and employer work side by side, and when the need comes, they are found side by side in the ranks of the army of the Republic—comrades and friends fighting for country, right, justice and liberty.

It was a splendid and just compliment that Lloyd George, Prime Minister of England, paid to this nation in a speech in London, April 12th, when he declared: "The United States never have engaged in a war except of liberty—a tradition never broken." No true American ever went to war except in the support or vindication of equal rights to all, and, in such a war, all Amer-

icans, whether the directors of business or the workmen at the bench, at the forge, or on the farm, are brothers each to the other and to all mankind.

## NEWSPAPERS VERSUS PAMPHLETS FOR EFFECTIVE PUBLICITY

Oklahoma has the referendum by which proposed laws, with arguments for and against, are submitted to the people for approval or disapproval. These proposed laws, with the arguments, have been sent out to the voters in pamphlets, but a law has been recently passed and approved by Governor R. L. Williams providing that the same be published in the newspapers. The University and Editor, published by the School of Journalism of the University of Oklahoma, makes the following statement as to the new provision, that will be of interest to all newspaper makers, especially to publishers in states where legislatures are inclined to ignore the press in provisions for publicity for the proper information of the voters and taxpayers:

"After considering the cost from every possible angle, Governor R. L. Williams Saturday morning signed the bill providing for the publication of "arguments for and against" in newspapers instead of in pamphlets. The Governor considered not only the cost this year and next, but during the years to come. And, true to his policy of strictest economy in public affairs, he signed the bill only after he was convinced that it was for the best financial interests of the people of the state.

"The passage of the bill is a great thing for the newspapers. The revenue to be derived is not important. It amounts to no great sum to any single newspaper, but it amounts to much in other things than money. The state has at last recognized in the press of the state the only real medium for reaching the people. The influence of the passage of this bill will be felt in the passage of other bills in years to come.

"The change is doubtless a great thing for the state. Some even believe it will result in the initiative and referendum's becoming a real workable system. The new system of publication will mean first of all that every voter will get to read proposed laws, it will mean that the editor will comment on them and it will mean that he will throw his columns open to readers for discussion.

"The newspapers of the state are to be congratulated on the passage of the bill and its obtaining the signature of the Governor. The present organization of the state press association is to be congratulated and the newspaper members of the legislature are to be congratulated as are also many individuals who worked tirelessly to effect the passage of the law.

"It is not likely that any of us yet realize the real significance of the event. Perhaps it means that the Press of Oklahoma is to become a much more powerful force in the affairs of state than it has been in the past. To the newspapers themselves, it proves that they can get justice from the lawmaking body if they will ask for what is just and all work together in getting it.

"Hats off to the newspapers of Oklahoma!"

The modern newspaper is the most effective means of communication with the people in all governmental and business affairs. Successful merchants have long since made this discovery. John Wanamaker, of Philadelphia, at the Convention of the Associated Advertising Clubs of the World, in that city last year, said that he claimed the right of having on his monument as a record of high attainment, "Discoverer of the Value of Newspaper Advertising." He placed the date of his discovery in 1861 when he opened his first store on Market and Sixth Streets in Philadelphia. Newspaper advertising had been used before that time but largely in a prefunctory manner. He certainly discovered how valuable newspaper advertising could be made.

In public or governmental affairs, the newspaper is the natural medium of communication with the people. Legislators and public officials are inclined, sometimes, to become very economical when the matter of keeping the people fully informed as to legislation and public business are up for consideration, in the face of the fact that newspaper publicity has been proven the most powerful agency for securing honest legislation, good government and wise economy in the expenditure of public funds. Officials are likely to exercise care and to be reasonably honest as to expenditures when all their acts are to be placed, thru legal advertising in the newspapers, before not only those directly interested but before all their constituents, all the tax payers and voters thru the open pages of the newspapers. Circulars and pamphlets are likely to be glanced at, put aside and lost, but the newspapers reach the people every day or every week and are open to all for inquiring, criticising, discussion, correction, or objection. The live editor, who understands that the newspaper, in order to any degree of permanent success, must ever be the loyal servant, counsellor and guardian of the readers, the people, the trusting clients of the newspaper, and will see to it that no needed information or advice is neglected and that questions affecting the public or legitimate individual interests, are kept alive by suggestions, comment and informing counsel. The worthy newspaper is always alive and appealing, with power to influence at all times for the good of each and all. It is not like a dead pamphlet to which there can be no inquiry or reply.

## TRAINING AND KEEPING THE EMPLOYE

Under our industrial system we are compelled to deal with groups of persons to a very large extent for the reason that our products are the result of organized rather than individual effort. Hence our method of training must be in keeping with present day demands. A well trained organization is the best asset any business can have. It is not strange to realize that so many of us are only beginning to grasp the opportunity so long within easy reach. The notion that the training of help means the transformation of human agencies into working equipment is erroneous. It would be true, of course, were we dealing with the physical only. But we must ever keep before us the fact that it is necessary to create a state of mind. Our training must be of such a character as will transform mental energy into moral influences, for here is where we get stability and physical energy into physical achievement, for it is from this source we derive the income.

The best results can be obtained only when we have the confidence and good will of our people. We must be able to convince them that our interests are identical. That we desire their advancement with that of the business. We should know every individual in our employ if at all possible, but if this cannot be done, it is essential that we be in close touch with those thru whom we can project our influence thruout the organization. The rank and file of our workers are men and women who want to feel that our greatest problem is not how to keep them down, but how to afford them better opportunities for advancement.

That when conditions arise which make a lower cost imperative, that it will be secured thru economy of manufacture rather than by cutting down their pay.

Then, too, they are entitled to know something about the cost of doing business. The right sort of information in this direction will go a long way toward keeping them satisfied with their job. Many of our people know something about the cost of materials, and knowing what they receive for their work they figure an enormous profit on the work they do. With only partial facts in hand, they develop a spirit of unrest, which does not require much agitation from a parasite of labor.

As already indicated the burden of training is not so much to make the individual a power in himself, but a power in the organization. Here is the opportunity for them to evolve plans and methods along constructive lines and ever keep their eyes fixed upon opportunities yet to be reached. They must understand that the call for larger duties, a more extended service, comes to those who have been faithful in the lesser things of preparation.

I am quite convinced that all industrial problems can be solved satisfactorily when we all accept as fundamental the law of square dealing. This law must not only be taught, but accepted by employer and employed. It provides that all our acts and all their acts should redound to the advantage of all concerned, and teaches us that after all the future permanency of our industrial life does not depend so much upon the wealth we create as it does upon the service we render each other.—A. G. Burry in American Industries for March.

## "GETTING BY"

Of all the attitudes that damn men and women in the business world, that feeling which is summed up in the expression, "Oh, I'm getting by," is the most disheartening to the executive.

Floating along in the twilight between success and failure, the man or woman who is "getting by" does not even have the satisfaction of being pointed out as a conspicuous failure!

Nearly every organization, apparently, must have a few such people, though there are some organizations in which the ilk is scarcely represented in such numbers as to be noticed; and whenever one sees an organization like that, one may know, without special knowledge of the firm's prosperity, that it is getting on.

A perfect greenhorn with energy, ambition—"pep," let us call it—isa little more trouble for the moment than the fellow who is contented to "get by," but in the long run, the greenhorn, with proper training, has opportunity to become an asset to the business, while the other kind of employe will always linger near the line between the debit and the credit side of the organization ledger.—Associated Advertising.

## A PRACTICAL APPRECIATION

Office of The Weekly Gazette,
East Hartford, Conn., April 7, 1917.

My Dear Mr. Herbert:

The Gazette encloses its check for the valuable, good service the Printer-Journalist has given and, with pleasure, to renew for another year and hope for many more years to come.

I expect to join the next National Editorial Association Convention and look forward to an instructive meeting.

Yours truly,
H. B. Hale, Editor.

## JOURNALISM TEACHERS' ANNUAL CONFERENCE

From the Editor and Publisher, April 14

**Dr. Fred Newton Scott, of the University of Michigan, is Named President of the American Association of Teachers of Journalism—Organization to Meet at Milwaukee During Xmas Holidays**

Seventy-five teachers of journalism, teachers of advertising, teachers of agricultural journalism, and news editors, attended the seventh annual conference of the American Association of Teachers of Journalism, held in Chicago Thursday, Friday and Saturday, April 5, 6, 7. Despite the tenseness of the hour occasioned by the war situation, which made it impossible for many of the speakers to keep their appointments, a splendid program was given, and all who attended the different sessions agreed that their visit to Chicago was indeed a profitable one.

The first session of the conference was held Thurdsay evening at the La Salle Hotel. James Melvin Lee, director of the department of journalism at New York University and president of the Association, called the meeting to order, and after the usual business had been disposed of, gave his annual address in which he outlined the history of the teaching of journalism in the colleges and universities. Mr. Lee was followed by Carl H. Getz, of the Ohio State University, secretary of the Association, who presented his annual statistical report. Following the routine business, Dr. Fred Newton Scott, of the University of Michigan, discussed the censorship. Dr. Scott said he disliked the term censor. He explained that it conveyed a negative idea. It is understood that the work of the censor is to keep out of the newspapers certain information. Dr. Scott said that this Government should adopt a policy, that it should establish a department of publicity, whose duty it was to see that certain information was made available to the press as well as see that certain news was withheld for military reasons. Dr. Scott said also that only a trained newspaper man, known nationally in his profession, rather than a military man, was the man who should be appointed censor.

The second session was held Friday morning, also at the La Salle Hotel. W. J. Merrill, manager of the merchandising service department of the Chicago Tribune, was the first speaker. Mr. Merrill explained the methods employed by his department in analyzing marketing conditions in Chicago. Mr. Merrill also discussed the Tribune's retail merchants' service bureau, and in the course of his remarks said that in opening up a new market, 60 per cent. of the responsibility for the success of a campaign rested upon the salesman and 40 per cent. upon the advertising. Mr. Merrill emphasized the importance of the part played by the retail salesman in marketing a new product.

### The Day of Editorial Influence

Tiffany Blake, chief editorial writer on the Tribune, who spoke on "The Editorial," declared that the art of editorial writing was today in a state of revival because these are days when men and women are thinking seriously. Mr. Blake said that the strength of an editorial page increased and decreased as the people's interest in life arose and fell.

"This is a creative period," said Mr. Blake. "People today are thinking. People are reading. The editorial pages of our newspapers are exerting a real influence."

Mr. Blake insisted that a good editorial page must be human. He said that the New York World had one of the most effective editorial pages in the world, but quick-

ly added that the writers never said anything about squash pie.

"The World's editorial page lacks that human element which I think is essential to a good editorial page," said Mr. Blake. "The reader must be made to feel that the men who write the editorials are human."

Dr. Robert E. Hieronymous, community adviser of the University of Illinois, was the last speaker.

A. H. Messing, publisher of the Chicago Examiner, was the first speaker at the afternoon session. Mr. Messing pointed out that years ago the problem of the publisher was to get the news. Today it is a problem of what news to eliminate. Mr. Messing said in the course of his remarks that he believed the newspapers of Chicago as a group represented the best products of journalistic effort in the world.

Russel Whitman, managing director of the Audit Bureau of Circulations, explained the work of his bureau.

Wright Patterson, editor-in-chief of the Western Newspaper Union, talked for a few minutes about publicity methods.

### Appraising the Reporter

Charles N. Wheeler, political editor of the Chicago Tribune, took time to burn up all newspaper men who were not reporters and followed with the remark that after all there were but two jobs on a newspaper: police reporter and political reporter. Mr. Wheeler said there was no greater man on a newspaper than the reporter. He said that the trouble with so many reporters is that they wish to be editors when they should realize that to be a reporter is the greatest of all newspaper accomplishments.

Paul T. Gilbert, managing editor of the Cartoons Magazine, read a scholarly paper on what he called "Wordless Journalism." Mr. Gilbert was very critical of American cartoonists, and said that many Americans could not appreciate the better European cartoons because they did not know enough about history and literature.

The first session Saturday was held in the Harper Memorial Library on the campus of the University of Chicago. Frank B. White, managing editor of the Agricultural Publishers' Association, talked about the importance of agricultural preparedness, and discussed the importance of rural journalism in the community of the American people.

Miss Josephine L. Peabody, managing editor of the Popular Mechanics Magazine, said that the purpose of Popular Mechanics was to translate and visualize the world's progress in science for the great mass of people. Miss Peabody described photography as the universal language.

Martin Johnson, publisher of the Dial, outlined what he regarded as the necessary education for a critic, and then added that the field of criticism in America was very limited.

Hiram Moe Green, editor of the Woman's World, was the last speaker. Mr. Green described himself as a manufacturer, and said that he was turning out the kind of magazine that his readers wanted, not the kind he necessarily would like to edit.

Saturday noon members of the Association had luncheon together at the Quadrangle Club, the University of Chicago faculty club. The final session was held also at the Quadrangle Club.

### Urges Newspaper Man for Censor

The question of censorship was again taken up at the last session, and a committee consisting of Dr. Talcott Williams, director of the School of Journalism at Columbia University; Walter Williams, dean of the Missouri School of Journalism, and Dr. Scott, of the University of Michigan, introduced resolutions addressed to President Wilson, Secretary of the War Baker, and Secretary of the Navy Daniels, asking that a newspaper man of national reputation, rather than a military censor, be appointed censor. The resolutions were adopted.

The following officers were elected for the coming year: President, Dr. Fred Newton Scott, of the University of Michigan; vice-president, J. S. Smith, of Marquette University, Milwaukee; secretary-treasurer, Carl H. Getz, of the Ohio State University, Columbus; members of the executive committee, Grant Milnor Hyde, of the University of Wisconsin, and H. F. Harrington, of the University of Illinois.

The Association will hold its next meeting during the Christmas holidays this year at Milwaukee.

Friday night members of the Association inspected the Chicago Tribune plant.

During the conference men and women engaged in college publicity work organized the American Association of College News Editors. T. T. Frankenberg, of Columbus, O., who is publicity counsellor for the Western College for Women, Oxford, O., president; E. W. Smith, of Leland Stanford Junior University, vice-president, and Bernard Sobel, of Purdue University, secretary-treasurer. This new organization, which is essentially a division of the American Association of Teachers of Journalism.

The Association of American Schools and Departments of Journalism, which was organized during the conference, will hold its annual meeting during the Christmas holidays this year at the University of Wisconsin.

## ATTENDING CONVENTIONS

When asked how it was possible for him to find the time to leave his business so frequently in order to attend conventions and various other meetings, the proprietor of a small country newspaper made the statement: "Because I have trained my employees so they will take the responsibility and carry on the work while I am away just as tho I was in the office." Herein is a suggestion for other proprietors. The value of attendance at the various meetings, local, state and national conventions of organizations, can not be overestimated, and owners of printing plants, especially the smaller ones, should arrange for an understudy to whom they can delegate the responsibility of carrying on the business while they are away securing new ideas and suggestions for improvement.—April Inland Printer.

## JOURNALISM WEEK IN MISSOURI

The 1917 Journalism Week of the School of Journalism of the University of Missouri, is to be held at Columbia, Mo., May 7 to 11. During the week, meetings of the Missouri Press Association, the Intercollegiate Press Association, the Association of Afternoon Dailies and of other press associations will be held.

Red Wing, Minn., April 11, 1917.

National Printer-Journalist,
4618 Ravenswood Ave., Chicago, Ill.
B. B. Herbert, Editor.
My Dear Mr. Herbert:

As requested in your letter of 10th inst., I hereby grant the use of my poem entitled "Barn Bluff," copyrighted 1913, for publication in the National Printer-Journalist and in the publications of the members of the National Editorial Association, provided proper credit is given.

Respectfully,
Charles P. Hall.

# "Journalism A Weapon for Democracy"

THE rule of the people is in the air everywhere. It has been greatly forwarded by the world war that has changed Russia from an autocracy to a republic. The way for democracy has been prepared by the newspaper press. Without information and intelligence and an opportunity for free exchange of opinions the people cannot rule and if they are to rule wisely and permanently they must be helped and served by an honest, free, independent press that gives honest information without fear of favor, "unbribed by gain, unawed by fear."

Dr. Walter Williams, Dean of the School of Journalism of the University of Missouri, chose well the theme of "Journalism—A New Weapon for Democracy," for a recent address before the students of the University of Texas. In the following extracts from the address, as printed in the Texas Journalist, practical, conscientious newspaper makers will find much that is helpfully instructive, inspiring and worthy of careful consideration and honest adoption in the conduct of their papers:

"In an address before Phi Beta Kappa at Harvard, Samuel W. McCall, now governor of Massachusetts, said: 'We tax ourselves enormously to support schools and colleges and carefully discuss systems of education and yet the press, as a practical force for good or evil, is hardly second to any other agency.'

"How may the new journalism serve toward a new democracy? How curb its audacities, check its unfair violation of private right while leaving it free to fight the common enemies of democracy and to tell necessary truth?

"Not by further regulation by law. Except to reach the grosser abuses, the statutes may not be widely used. The law may punish the liar; it cannot make him tell the whole truth. It may put the criminal editor in jail, it cannot place him in the ranks of gentlemen. At best the law is negative to prevent wrong, not positive to insure right.

"Not by the recognition of the newspaper as a public utility and its control by board or commission as other public utilities are controlled. That would destroy the freedom of the press. The first amendment to the Constitution would be nullified. We would return to the days of the Stationers Company and the Star Chamber.

"Not by the establishment of endowed newspapers. We may wisely endow a theatre which is a luxury, not a newspaper which has become a necessity. An endowed newspaper would take color of opinion from its endowment. It would represent the intellectuals or the capitalists or both. The popular press, to the theorists who urge the endowed newspaper, has usually these chief evils—its triviality, its publication of matter inimical to good taste, its slapdash style and its expressions that hurt people's feelings. Now the journalism which avoided these evils would be the organ of the educated minority, would be an enemy of genuine democracy. Journalism must be for the whole mass.

"The newspaper which seeks to give the public only what the public should want, practices paternalism, it does not promote democracy. The newspaper which gives the public what it wants must decide who is the public and what does it want. The general newspaper must appeal to the merely literate as well as to the highly educated. It must be expressed in the language of the common folk. Herein lies one source of its strength for democracy and one of the causes of a frequent but mistaken criticism. Only as journalism expresses itself in phrases understood by the man in the street do the common people hear it gladly.

"Not by the publishing of newspapers without color—pale statements of bare facts. The news must bear the tint of the writer's eyes and the editorial columns a deeper hue.

"The hope of new journalism is in the profession of journalism itself and in the public opinion of which it is at once the creator, the recorder and the slave.

The right practice of the best new journalism, its use as a weapon for democracy, will come thru the exercise of a wholesome, enlightened public opinion, the recall of the bad newspaper—a remedy always at hand—at your hand, Mr. Critic—and more thru the inculcation of a deep sense of personal responsibility among the trained men who are to be the leaders in the journalism of tomorrow. The remedy for the evils of democracy is more democracy. The remedy is not found in permitting the maximum only to the small minority who have property or position or knowledge. It will not come from the rulership of the intellectuals, however well mentioned, any more than from the dominion of the political boss, however benevolent. Democracy brings evils in its train, many and grievous. Democracy, however, with its evils is to be preferred to the older state—which some moderns would re-establish under cover of fine, new phrases—in which certain classes were born to be beasts of burden and other classes born booted and spurred to ride them. The new journalism, if unthrottled, free from legal and financial thralldom, makes that impossible. It is more than a mere platitude that a free press means a free people. Democracy since the days of Milton's Areopagitica, and beyond, has followed, though sometimes with leaden feet, in the wake of unlicensed printing.

"Democracy has its own grave responsibilities toward the press. The newspaper and its human environment inevitably act and react upon each other and in large measure it is true that the press is but the expression of the society which it undertakes to serve. How important then that educated men and women in free America should sustain the independent, honest press and help to make it better by their intelligent, their sympathetic co-operation, their responsive service and their just demands.

"The members and graduates of such an institution as this, the crown of a great state's free public school system, trained in an atmosphere of independent and courageous thought to discern the true principles of an enlightened, progressive democracy and the necessary means by which to maintain and advance those principles, such people are —it appears to me—under a peculiar obligation to strive by their influence to make the press stronger, worthier, more truly serviceable to a genuine democracy.

"The next stage of American journalism—who may predict?

"Let me quote from Whitelaw Reid, who rose from farmhand and country editor to the highest American ambassadorship and the management of one of the world's greatest journals:

"'We shall not have cheaper newspapers. They are the cheapest things sold now, considering the cost of making them. We shall not have continually growing supplement upon supplement of advertisements. Individual wants will seek mediums more suitable. Only general wants will need the wider publicity of great journals and these will be kept, by increased cost, within manageable compass.

"We shall not have more news. The world is ransacked for it now. Earth, sea, the air carry news for us now from every capital, from every state, from every continent, from every island. We shall not have bigger newspapers. They are bigger now than a busy people can read. We shall have better newspapers, the story better told, better brains employed in the telling, briefer, perhaps, dealing with the more important of current matters in such style and with such fascination that they will command the widest interest.'

"These newspapers are to be, more and more, weapons for true democracy.

"It was with this high function of the new journalism in mind that a master journalist of modern times wrote his creed. Born in oppressed Hungary, the child of a Jewish father and a Catholic mother, a mule-driver in soldier's barracks, a cab-driver on St. Louis streets, a tramp at twenty-four, a cub reporter on a German newspaper, by sheer force of self-education and self-culture becoming the most masterful figure in American journalism and incidentally a multimillionaire, but genuinely and aggressively a democrat through it all. 'I know that my retirement,' wrote Joseph Pulitzer, regarding his paper, 'will make no difference in its cardinal principles, that it will always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always opposed to privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing the news, always be drastically independent, never be afraid to attack wrong either by predatory plutocracy or predatory poverty.'

"This is the platform of the new journalism, with its splendid appeal. This makes it to those who use it aright a mighty weapon for a real democracy.

"The oldest printed picture, a rude wood-cut from the fifteenth century, shows the giant figure of a man, St. Christopher, carrying a child across a stream to safety. So with the newest journalism. It will use its giant strength for social helpfulness, not for selfish ends. Many a child otherwise engulfed in the slums will find hope because of the news it prints, many a city will be helped to more abundant life, many a community will have ways unto a fairer living made possible through its leadership, seeing the path more clearly through its interpretation, and carried oft times on giant journalism's broad back to better things.

"It is for you, preferring achievement to complaint, to aid the New Journalism, as all good journalism seeks to aid every righteous cause, to commend and help when commendation and help are merited, to condemn and refuse to support when condemnation and refusal are deserved, to give adequate training unto the new teachers of the people, awakening in them, at the same time, the keenest sense of constant, personal responsibility.

"In this fashion, may Journalism be indeed a shining weapon for a true democracy.

"If you shall know the truth, the truth shall make you free."

## IS IT TRUE?

Richard Lee, special counsel of the National Vigilance Committee of the Associated Advertising Clubs of the World, in a recent talk before the Cleveland Advertising Club on "How Fraudulent Companies Organize," said:

"I hold that every person has the right to believe all the advertising he reads is true. And every business man who pays for advertising has a right to feel he will have the confidence of the readers."

Mr. Lee severely criticized certain types of advertising and newspapers which published it.

## HOW TO SECURE FOREIGN ADVERTISING THROUGH CO-OPERATION

**By Sam P. Harben, Secretary Texas Press Association**
(From the Texas Journalist)

(The lack of business methods in many Texas newspaper offices is deplorable. The best newspaper offices of the country have found it brings business and pays to cooperate with each other and with the advertiser in every possible way. Some, however, are so indifferent as to fail to send statements for services rendered although repeatedly requested to do so. Is it any wonder that men who follow such lax business methods should fail?—Ed.)

The invitation to make a short talk on this subject was accepted at random or rather 'off hand," as we should say. For more than a year, as manager of the Texas Press Advertising Bureau I have been studying Foreign Advertising, as my time would permit, and have found two very different meanings for the word "co-operation" as used in this text.

The first thought, of course, is co-operation of publishers, one with another to secure foreign business, and this is very good. That there are ways of making this profitable has been my observation during a short experience in the advertising game. If the papers of Texas, say one hundred of the leading weeklies of the state, should adopt the same rate per inch per thousand circulation for foreign advertising, this would be a help to all of them, more especially would it be a help to the advertising agent who is trying to get business for them. You have no idea how far apart these rates are and naturally this wide difference creates a doubt in the mind of the advertiser; maybe that he is paying too much for one set of these papers, maybe he is dealing with a man who quotes a high rate in order to make a compromising rate as high as possible later. The advertiser is willing to pay as much per thousand circulation, always based upon nothing less than one thousand for any paper, in south Texas as he is in north Texas. The advertising agent knows his game, of course; some of them are sharks and desire to slip a "joker" into your advertising contract; the better class of advertisers will not place their business with this class of an agency if they know it.

The man who belongs to, say, the Texas Press Advertising Bureau and receives a proposition from some foreign company for rates, space, etc., should promptly quote his rates, the same price being quoted to all alike, then he should send this letter and his answer to the central bureau so that others on the list may have an opportunity to secure this business. If all of the one hundred papers that form this bureau are not exchanging with each other (and in this time of high price of paper, they are not) the other fellow might lose a juicy advertising contract because the few members receiving the proposition were too narrowminded to turn this inquiry into the bureau. A young lady in my office reads all the papers of Texas that I can secure, an damong other things closely watched for are new foreign ads appearing in any of the exchanges. The papers of Texas that we receive are carefully checked, thos carrying certain advertising are grouped, and when we find the advertiser has left out some of the best papers of the section he wishes to serve, we write, calling attention to this and have on several occasions succeeded in having other papers added to the list being carried.

The second case of co-operating, and the greatest to my mind, is that of the publisher with the advertiser or for the advertiser. The "Holland Plan," promulgated by our good friend, Frank P. Holland and family of the two great Dallas publications, is the first step taken in this

direction in Texas. These people have spent thousands of dollars in trying to convert the publishers of Texas to their plan. They have spent money for experts to prepare copy that has been sent to you; did you read what was sent? They have sent the list of papers converted or rather pledged to their plan to foreign advertisers and have caused many lines of advertising to be placed in Texas weekly papers. They have proved beyond a shadow of a doubt that this class of co-operation will pay.

We will take the case of a prominent automobile concern that has been advertising in Texas during the past year. We went after them for some of their money for our subscribers. They came back promptly for a list of our papers published where they had agents; these were sent them. Then they asked for the names of men who would mak good agents where they had none. This was asked for from our clients, and do you know not over eight per cent of the inquiries sent out from my office were answered. Of the number sent to the manufacturer, five contracts were made as a result. Just a little, but it shows you what I mean.

A first-class tailoring concern asks you for the names of three good firms; the best is always desired, in your town, who might be interested in handling their line. Do you send the names? My records show less than twenty per cent of you answer at all. Where I have been able to secure the co-operation of the publishers with the advertisers I have been able to get some business.

It should not be out of the line for you, for instance, when the Crockett & Weil syrups are being advertised in your paper to drop into your grocery store and casually ask the grocers if they handle these goods. If they do and you buy syrup, try a can of their brand. Finding their advertising claims made good in the product, tell the groceryman so and then write a short local telling your subscribers you have tried the goods these people are advertising and know they are good. See that your groceryman makes a window display of these goods. Then publish a local about his nice window; this will help get more advertising from your local merchant and a marked copy to the advertiser will not hurt your standing any with the firm.

A prominent auto tire firm or auto accessory manufacturer wants to get into a certain territory. Do you think it out of your line of business to help them get established. It certainly ought not to be. Then, after being established, is it out of the way for you to submit the claims of your publication to them to make known their goods locally. Get your local man to connect with the foreign advertiser by carrying an ad in your paper, suggest to him that he write the advertiser and ask for their co-operation with him and he will get it and you will get more business.

Now for the final thought of co-operation; you have sold your space, you have interested your local man, then give the advertiser service. See that papers are mailed him regularly; see that your agency receives paper just as regularly as your subscribers. When the end of the month comes, see that a bill is made out according to the contract and promptly mailed. If copies of the paper have not been received, mail them at once upon the first request.

As a concrete example of what I mean, a certain line of foreign advertising was sent out by the Texas Press Advertising Bureau last November to eighty-five papers; this advertising was to run eight times; a letter was sent to each publisher asking that a bill be rendered just as soon as the last issue containing the advertising was printed. January 10th found forty per cent of the bills in, a second letter to the delinquents was sent, ten days more, forty per cent more of the bills in. February 1st, nine papers had sent no bill, neither had they sent papers to the bureau for checking; this after a third and fourth letter had been sent. Now, nearly sixty days have elapsed and three of the papers have never billed us, yet we know they carried the advertising, at least part of the time. What do you call that?

Let me insist, answer your correspondence as soon as received, don't let your bookkeeping stagnate your advertising columns. Get the habit of handling your publishing business just as your banker handles the affairs of his institution. Sell your space and throw in first class service with prompt delivery.

(Paper read by Sam P. Harben, Publisher Richardson Echo, Secretary Texas Press Association, "University Journalism Week," Austin, February 23, 1917, and published in the Texas Journalist.)

## A CANADIAN EDITOR IS ACCORDED HIGH HONORS

America has no recognized ranks of knights or lords, or peerage, tho every citizen is recognized as a sovereign and each the peer, with equal opportunity, one with the other.

There is, very frequently, scant recognition of worthy accomplishment or useful or patriotic service. However, where titles are recognized and bestowed as marks of honor for great attainments and useful accomplishments, it is gratifying to members of the editorial calling, everywhere, to know of proper recognition being given to deserving members of the craft who serve more effectively and broadly than others, thru the opportunities afforded by the calling,—all the best interests of the community, state and nation. Such recognition has been extended to Editor Hugh Graham of the Montreal Daily Star, recently raised to the British peerage with the title of Baron. The Boston Post states:

"Sir Hugh Graham is the first journalist in all the British Dominions to win a place in the House of Lords. He is also the first Canadian-born Canadian resident to win a coronet. The new peer was born in Canada, only a few miles from Montreal, and has lived there all his life, except for rare vacation trips abroad.

"And of his life in Canada, far more than the union scale of time has been and is still spent in his office in the Star building, St. James Street, whence he directs in intimate detail the operation of the papers he founded and has made the greatest in Canada.

"Sixty-nine years of age, with snow-white hair that still holds its curl, Sir Hugh's figure and color are still youthful and his eyes are as bright and his feet as spry as a boy's. Few men of half his age would care to handle the daily burden he still keeps for himself.

"His value as a public servant was recognized in 1908 by the gift of a knighthood and now by his promotion to the upper chamber of the empire. It is notable that he won the only peerage at this time.

"In civic and charitable enterprise Sir Hugh has been equally zealous. He was largely instrumental in founding and equally prominent in maintaining one of the biggest children's hospitals in Canada and his other phlinthropies run into the hundreds of thousands."

Newspapers and newspaper men in America have come, very largely, to be recognized as leaders in philanthropic or altruistic work. It is because the calling is one of service that brings its votaries in close touch and sympathy with the people, recognizing their needs, while the means of reaching and interesting the public and influencing to

worthy action is at hand and under the direction of the newspaper man.

* * *

## THE INFLUENCE OF THE PRESS

In an address before the Pittsburg Press Club, March 15, 1917, Roy W. Howard, President of the United Press Association, while speaking on the topic "American News Abroad," gave some enlightening views on the influence of the press—of what the people read in the newspapers—that are important to all newspaper makers. Aside from his argument for a better, more direct, more independent American news service to all the civilized world, saying in part:

"Someone has said, 'Tell me what you eat and I'll tell you what you are.' With infinitely greater certainty may it be said, 'Tell me what you read and I'll tell you what you are going to be.'

"The power of a single newspaper in forming and directing the public opinion of a local community is very generally understood. The tremendous potential power of the great press association is not. The effect of a single statement of fact, an interview or a new idea appearing simultaneously in seven or eight hundred newspapers, read at almost the same moment by from fifty to sixty millions of people scattered from Maine to California, has not been visualized. This most far-reaching development of modern journalism—the process of national and international public opinion in the making—is probably the least understood of any of the great forces entering into our everyday life.

"In his inaugural address President Wilson declared that 'We are provincials no longer. The thirty months of turmoil through which we have just passed have made us citizens of the world. There can be no turning back. Our fortunes as a nation are involved whether we would have it so or not.'

"There can be no dispute over this statement. Since August 1, 1914, foreign names have become almost as familiar as local and state names. Every changing current in the tides of foreign public opinion has been described here by incoming cables. In consequence there has developed a false presumption that equally full reports have been sent out from this country.

"Recently our commercial interests have been troubled with growing pains, diagnosed as foreign trade plans. Washington has been hankering for a stack of blue chips in the international game. Neither the pains nor the hankerings have received much consideration abroad. Both Washington and Wall Street have registered surprise. The suggestion that the American news agencies should have years ago begun trail blazing for our foreign commercial endeavors is received with surprise. * * * * * * * If an ounce of prevention is worth a pound of cure a column of truth is worth a shipload of shrapnel. * * * *

"News is a commercial commodity. The Japanese journalist and the American journalist buy in the market where a gold dollar yields the biggest returns of interesting facts. We are surfeited with news of Europe and starved for news of the Orient, not because only European events are of interest, but because of a seven-cent press rate to Europe, where there is cable competition, and a forty-five cent press rate to Tokio, where there is no competition.

"There is under consideration at Washington a bill providing for government ownership and operation of all wireless plants in this country. The importance of this bill is not generally understood. The Marconi Company of America is a subsidiary of the parent British Company. This company seeks to dominate all wireless activity in America. British cable companies working with Reuters and Reuters allies have contrived for years to keep American news out of these countries constituting the great open markets of the world. There is no reason to expect that an English wireless company will be any less British than an English cable company.

"With the wireless in the hands of the government, and the way open for Washington to make adequate press rates with these countries in which the need for knowledge of America is greatest there is reason to believe that American cable companies might see more clearly what the British companies have long appreciated, that a low press rate is the greatest known commercial accelerator.

"We want to see established cable and wireless rates that will give American news agencies an equal chance with foreign competitors. We want to see a more general appreciation by the nation's men of affairs of the connection between news and international relationships. We believe that the world can be interested in the truth about America. We know that America can afford to tell it."

## FOREIGN-LANGUAGE NEWSPAPERS

According to expert estimate, the foreign-language newspapers of the United States have 1,300,000 circulation.

The supporters of these newspapers are mainly adult foreigners who have not acquired the knowledge of English. It is much better that foreigners unable to read English have newspapers published in a language they can read to keep them posted of current affairs and informed as to their duties as residents or citizens of the United States than to have no sources of information at all. Objection to foreign-language newspapers is reasonable only when the newspapers insist on being foreign rather than American.

Foreign-language papers are distinctly unselfish when they urge their readers to learn English since they thereby encourage the acquisition of knowledge that will lessen their own field. A noteworthy example of such high-mindedness is afforded by Il Cittadino, an Italian newspaper published in New York. Noting that Italians who learn English "will be more useful to themselves and others," Il Cittadino adds: "In accordance with our program of educational preparedness, this paper will inaugurate next week in its own building free evening classes for the teaching of English to ambitious Italian workingmen willing to elevate themselves politically and economically."

That is purpose and example that cannot be too highly commended. The benefits will accrue to the students of the classes and the country. Il Cittadino is more to be commended for the reason that its undertaking may result in loss of patronage to itself.—Buffalo (N. Y.) Enquirer.

## PUBLISHERS CONFER ON PLAN FOR PURCHASE OF PAPER

Members of the Missouri Press Association and the Southern Illinois Press Association met in the Planters Hotel, St. Louis, March 26th, to devise means by which publishers of home papers may bring down the high cost of paper.

The two associations plan co-operating for protecting the small publisher, and are forming an organization by which they may all pool their paper orders and buy in one lot.

H. J. Blanton of the Paris Appeal, president, and B. Ray Franklin of the Russelville Rustler, represented the Missouri editors, while E. E. Campbell of the Alton Times; W. W. Evans, Belleville Advocate; A. T. Spivey, East St. Louis Tribune, and Fred J. Kern, Belleville News-Democrat, represented the Illinois Association.

## "THAT'S MY EXPERIENCE—WHAT'S YOURS?" IS SLOGAN FOR WISCONSIN CONFERENCE OF PRINTERS AND PUBLISHERS

### Third State Convention of Federated Printing and Press Associations to be Held at University of Wisconsin on May 17, 18, and 19

Personal experiences of over 100 printers and publishers, with the slogan, "That's My Experience—What's Yours?" are to constitute the three-day program for the Third State Conference on Printing and Newspaper Publishing to be held under the auspices of the Wisconsin Federated Printing and Press Associations, at the University of Wisconsin, May 17, 18, and 19.

Altho it has been generally conceded that the great benefit derived from large gatherings of editors, publishers, and printers lies in the exchange of actual experiences, this is the first time that an entire convention in Wisconsin has been devoted to exchanging such information.

Experiences of Badger printers with printing on the percentage plan, cost accounting, uniform prices, and other practical problems of the printing business will make up the part of the program under the direction of the State Franklin Club.

The "Country Newspaper" will be the subject of one day's meeting, with personal experiences told by editors and publishers, the topics being, "How I distribute My Work Through the Week," "My Experience with County Correspondence," "What I Know about All-home Print," "How I Handle My Ready-prints," "My Experience with a Linotype in My Country Shop," "How I Write My Editorials," "My Experience with Cost Finding on My Weekly Paper," "How I Raised My Subscription Rates,' "My Experience with the Cash-in-advance Plan," "How I Increased My Advertising Rates," "Why I Make a Flat rate for All Advertisers," "What Premiums Have Done for My Papers," and "What I Have Found Out About Subscription Contests."

In addition to these talks by Wisconsin men, a number of well known publishers from outside the state are to speak at the evening meetings on their experiences with the various problems of printing and newspaper publishing.

The conference is in charge of the executive committee of the Wisconsin Federated Printing and Press Associations, the members of which are, Prof. Willard G. Bleyer, Department of Journalism, University of Wisconsin, chairman; H. L. Hoard, Ft. Atkinson, and F. W. Coon, Edgerton, for the Wisconsin Press Association; F. C. Blied and F. W. Cantwell, both of Madison, for the Wisconsin Franklin Clubs; W. T. Evjue, Madison, and E. C. Jones, Portage, for the Wisconsin Daily League.

* * *

## PROGRESS OF SIMPLIFED SPELLING BOARD

The Universal Film Company has just issued an announcement that simplified spelling is to be used in all its films hereafter. The list includes the words used by the National Education Association since 1898: tho tru, thoro, catalog, program, pedagog, with derivatives and compounds, like thruout, altho, thoroly, thorofare, thorobred, prolog, etc. The spelling "t" for the ending "-ed" when pronounced "t," according to the usage of the N. E. A., will also be followed. Thousands of feet of film will thus be save annually and the titles of pictures need not be kept on the screen as long as is now the case. Other film companies are expected to follow the same plan.

The University of Arizona and Colorado College have just adopted simplified spellings, while the University of Cincinnati has announced that it permits students to use them in written work. 334 universities and colleges in the United States (55 per cent of those listed in the Educational Directory), or 425 institutions, including normal schools, (71 per cent of those from which information has been received) now recognize simplified spellings.

The following railroads are now known to be regularly using the shorter forms in advertising matter: Nickle Plate, Rock Island, Great Western, and Union Pacific System.

ABRAHAM GIDEON,
Newspaper Representative.

Information has reached this office that the New York Associated Dailies in session at Albany recently, endorsed unanimously the simplified spelling movement in the following resolution:

"The spelling usage of the National Education Association has received encouraging support from the National Editorial Association, The American Association of Agricultural College Editors, and state press associations, as well as from hundreds of newspapers and periodicals in the United States. In addition, 380 institutions of higher learning, school systems, both city and state, as well as individual schools, state teachers associations, city and county teachers associations, have given this usage generous recognition, thereby introducing approved simplified spellings to the citizens of the United States and preparing the way for their reception in the public schools.

"Be it, therefore, resolved, that the New York Associated Dailies endorse the spelling usage of the National Education Association, and adopt, for use in official correspondence and publications, the forms:

tho, thru, thoro, program, catalog, pedagog."

This rule is intended to cover also derivatives and compounds as, thruout, altho, thoroly, thorofare, thorobred, prolog, etc.

The Simplified Spelling Board was represented by Dr. Abram Gideon, who addressed the Association on the progress of the simplified spelling movement in the educational world and among newspapers.

The Minnesota Editorial Association, in session at the Saint Paul Hotel last month, endorsed the simplified spellingmovement in the following resolution:

"The simplified spelling usage of the National Education Association has received encouraging support from the National Editorial Association, The Amercian Association of Agricultural College Editors, and state press associations, as well as from hundreds of newspapers and periodicals in the United States. In addition, 380 institutions of higher learning, school systems, both city and state, as well as individual schools, state teachers' associations, city and county teachers' associations, have given this usage generous recognition, thereby introducing approved simplified spellings to the citizens of the United States and preparing the way for their reception in the public schools.

"Be it therefore, resolved, that the Minnesota Editorial Association endorse the spelling usage of the National Education Association, and adopt for us in official correspondence and publication, the forms:

tho. thru thoro. program, catalog, pedagog.

"This rule is intended to cover also derivatives and compounds as, thruout, altho, thoroly, thorofare, thorobred, prolog, etc."

The Simplified Spelling Board was represented by Dr. Abram Gideon of New York, who addressed the Association on the progress of the simplified spelling movement in the educational world and among newspapers.

# The Rush Job

## Moral:—Get a Cash Deposit

I once knew a printer—
I'll not tell his name—
Who worked all alone
At the old printing game.

One day he was busy
At cleaning up pi
When the office door opened
And in came a guy

Who said in deep tones,
That rolled up from his chest,
"I am Thomas A. Rusher,
From Rushtown, out West."

'I've got a small job
"That I want right away.
"I must have it tomorrow.
"Friend printer. Good day."

Then Rusher turned 'round
And rushed out of the door
While the printer stood still
Like one chained to the floor.

But he finally recovered,
And back on the shelf
He put up his pipe
As he said to himself,

"How the Deuce can I do it?
"There's copy enough
"To keep two men busy—
"Just look at the stuff."

But he picked up his stick,
With its coating of rust,
And a handful of leads.
"I will do it or bust."

He vowed, as he ran
Like a hound on a chase
From alley to alley,
All over the place.

When lunch time came 'round,
Tho he wanted to stop,
He just ate a sandwich
And kept on the hop.

Thru the afternoon hours
He skipped and he ran,
And hustled and bustled—
This lone printerman.

As evening approached,
He was still in the race
But never once thought he
Of leaving the place.

So he phoned to his wife
"I won't be home till late—
"Don't keep dinner waiting—
"I must keep a date."

Then he worked like the mischief
And thought it great luck
That he finished the job
As the mid-night bell struck.

Then he picked up his hat
And ran home in a sweat
For fear that his wife
Would be sitting up yet.

But she, with much wisdom,
Had long been abed,
While poor Mr. Printer
Was working instead.

First thing in the morning
He rushed to his shop
And printed the job
On his press, without stop.

Then he packaged it up
In a wrapper of blue
As he sighed, "Mr. Rusher
"We're ready for you."

But he waited all day
Till the clock had struck five
Still thinking his customer
Sure would arrive.

But Thomas A. Rusher
From Rushtown, came not.
And never again
Did he visit the spot.

Now the job still awaits him
(In wrapper of blue)
While the printer declares
Never more will he do

A job in a rush
And miss sleep and his hash
For strangers or others—
Till he sees some cash!

—R. E. Haynes, Fairfield, N. Y.

## THE COUNTRY WEEKLY NEWSPAPER

By Geo. W. Wagenseller, A. M., Editor and Owner of Middleburgh (Pa.) Post

The country weekly newspaper, if properly directed, is the most powerful agency for good in any community. No other class of publication comes so close to the people. The real country weekly newspaper that fulfills its proper mission is a moulder of public opinion. In too many communities the country weekly newspaper is the subject of ridicule, but that is the fault of the editor and the publisher. Of the 16,000 country weekly newspapers in America probably not more than ten per cent of them are constructive factors in their respective communities. Their owners have never thoroly absorbed their real opportunities.

The country weekly newspaper field needs more men who have the capacity to fit into the requirements of the situation. Young men go to college to prepare for a professional education,—and when they speak of the professions, the ministry, the law and medicine are mentioned and then they stop, as tho that is the end of the list. Journalism today is as much of a profession as the ministry, law or medicine, and when applied to the necessities of the country newspaper, also involves real business management. My inclinations early in life attracted me to the newspaper field, more particularly on account of the writing end, but it was not long until I learned that business management was more badly needed than the writing end.

In most country weekly newspapers with which I am familiar the owners, editors and publishers do most of their work from the shoulders down while the real successful men in the business, do practically all of their work from the shoulders up. One of the most successful country weekly newspapers in America is published by a blind man in Nebraska, so his real work must be done above the shoulder line.

The greatest drawback to the proper development of this all important branch of the publishing business is the mistaken idea that if a man is a practical printer,—that is all he needs to conduct a country weekly newspaper business. The practical knowledge of the printing craft is worth a great deal in the development of a country weekly newspaper business, but without editorial ability and real business management, no country weekly newspaper has ever accomplished its full purpose. Too many men rush into the printing business simply because they are practical printers; others rush in because they have a political bee in their bonnet; and still others because they are brilliant writers. Neither qualification in itself is sufficient to properly develop a country weekly newspaper business, and this is the primary cause of the large number of financial wrecks that are strewn along the rugged path of the rural weeklies.

There was a time when several hundred dollars was sufficient to start a man in the country weekly newspaper business, and in this way many small and now helpless newspapers have sprung up in every community. The introduction of typesetting machinery, and other modern equipment makes a larger capital necessary to equip a plant and to keep it up to date. This means also a larger field for business, from which has arisen the necessity for the merger of many of the small newspapers to save them from total oblivion.

This article has been written by request for the official publication of my Alma Mater, Bucknell Alumni Monthly, and while it was originally undertaken only because of the request, I would feel that no good could come from it, unless I could impress upon the Alumni and students, who have the patience to read this article, the need in the profession and the business, of men, who have the ability to raise some of the many carelessly run "weekly" newspapers in this land to positions of editorial influence in the communities where they are published and of profit to the owners.

Because of his larger clientle, the editor of the country weekly newspaper has a greater influence in his community than the minister, the doctor or the lawyer. For the proper development and the most influence, the newspaper man needs to be qualified in all respects, and in some respects more, than the minister, the doctor or the lawyer.

I do not mean to say that a weak country newspaper man will outshine the learned men in the professions. Far from it. I mean that the same amount of brains and energy exerted in the newspaper business will have a wider influence in any community than the best brains in any other profession.

* * *

## TWO OPPOSING FACTS

Result Producing Printing Versus the Other Kind

There is less than fifty years between these two facts —for one was and the other now is—Fact. Ffty years ago advertising was so crude, so lifeless, or so brazen that it soon ceased to be effective. Then it was that the merchant and manufacturer could adduce evidence that advertising did not pay.

On the other hand, thousands of merchants and manufacturers can now be found who owe their very existence and success to the fact that advertising pays.

But not all advertising fifty years ago utterly failed in its object; so after all it was but a part truth. And by the same token, all advertising does not pay today; so here again is only a half truth.

It is for the printer to find the reason why all advertising did not pay in former times and why the reverse is not quite true today. The modern printer is greatly responsible for the change so far effected, for the printer's product has caused the evolution of the advertisement writer and designer and this man of power has revolutionized the printing industry.

And why? Largely because he has put a greater volume of truth into advertising than ever before.

If the modern printer would have the cream as well as the milk in his product he would do well to give this matter all the consideration of which he is capable. Truthful advertising—providing always that it covers either a felt or an unfelt need—pays. Buncombe advertising does not pay. Truth in advertising, like the light under a bushel measure, will not prove measurably attractive. Even truth—found now-a-days more often in printer's product than at the bottoms of wells—must needs be well and attractively clothed. Hence quality—product of merit—wins out more easily than the cheap product. And it is in quality printing that the modern printer seeks and finds the desired and desirable harvest.

Out of every 100 complaints of price submitted to the writer, not more than one or two have reference to quality. The source of trouble between customer and printer is almost invariably in the production of a piece of cheap printing. The customer could not foresee just what the finished product would be—he only knows that it does not meet his expectations and—he kicks at the price. The printer who gives the customer result-producing printing, printing that persuades, printing with power in the word, seldom has a quarrel with him over the price. He is

simply after the advertising that pays and the wise printer studies how most effective the product can be made for the purpose intended.—Ben Franklin Monthly, Chicago.

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## THE HOLD OF THE NEWSPAPER ON THE PUBLIC GIVES THE VALUE AND INCREASE TO ADVERTISING

Don C. Seitz of the New York World has written a book entitled "Training for the Newspaper Trade." In a review of the book, the St. Louis Post-Dispatch gives some of the important, underlying principles promulgated as to the newspaper by the author. None of these are more important than the following:

"Its value to the advertiser naturally grows in a ratio with the paper's hold upon the public. This fact, duly impressed, is usually enough to convince the sensible business man that his relationship with the newspapers is decidedly formal and does not extend beyond the counting room, where he is entitled to know what circulation he gets for his money and to a rate as low as the next man. This is a degree of fairness that prevails in good measure in the newspaper trade.

"Doing business as it does in the open, the rightly managed newspaper has no place for secret negotiations, rebates or special privileges, and the paper succeeds best that carries all its rates on its rate cards. It is really and truly a common carrier and ought to operate like a railroad. It is sold for a uniform price to all comers, and should have but one price for its advertising columns."

The hold of the newspaper on the public depends on honest independence, with freedom from personal, selfish, or mercenary influence and the "doing business in the open" with the equal privileges to all and special favors to none. In the modern newspaper, there must be an editorial department and a business department, coordinate or mutual, in the building and giving character and stability, but, while helpful each to the other, yet entirely independent in their prerogative and policy.

The author is further quoted as to the earlier development, and to the prejudices and opinions held as to the important functions of the two departments as they developed:

"The editors have always been contemptuous of the business office, regarding it only as a place where salaries are paid, but with very little respect for the struggle to gather in the wherewithal to pay them. In the early days of the trade there was no business office organization; only a clerk or two and the man who handed out and received the money for the circulation.

It is also shown that the business department has held a like under-valuation of "the upstairs," not realizing why everything should not be made subservient to securing circulation and advertising, regardless of any ethical questions. Happily this has all changed and the highest ideals, as to reliability, accuracy, completeness and service have come to be recognized as equally essential for both departments in order to obtain any worthy or permanent success.

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## HELPING TO FREEDOM OF THOUGHT

Freedom of thought precedes freedom of speech and freedom of action. As a great educational force, the American press should ever stand for freedom of thought, and should encourage such freedom by precept and example. Truth must be the foundation of all news, all editorial utterances and all advertising, but independent experimentation should be encouraged by example and precept. Along these lines all real progress lies. Newspapers should court honest criticism and the forming and giving of independent opinions. Editors have no right to speak excathedra, or to claim infalibility or lordship over the honest opinion of others. The newspaper should be an open and free forum, and it should never, in any way, be implied that to disagree with the newspaper is considered an offense. Every one and every opinion should be treated with honest courtesy and respect. It should never be considered an offense for any one to honestly question the dicta of parties or press. The press, like the school, needs independence, earnest, honest investigation and active mentality. It has been charged, recently, against the great Columbia University of New York, that the trustees are "Prussianizing" the school. It is very likely that the charge, in any objectionable sense, greatly exaggerated the real intentions or conditions. There are many admirable things about Prussian industrial and educational systems and methods, but in so far as freedom of thought is suppressed, they are un-American and hurtful, tending to dullness, stolidity and in making for the easy rule of autocracy and militarism, neither to be permitted in this land of liberty and wholly at variance with the schools, the people and the press of America. An editorial in Columbia's daily publication rightly states:

"Our colleges have failed in their purpose if the men they graduate cannot be trusted to think for themselves or if they will alter their beliefs merely at the suggestion of a professor, without seeing clearly the basis of his arguments. True, 'the institution which bears nobly the American name of Columbia must be made worthy of its title,' but Heaven forbid that it should be made so by a system of censorship that is at bottom opposed to the spirit of healthy criticism which has contributed so much to the progress of the United States in all spheres of activity." * * * *

Exaggeration in advertising has been found unprofitable. Hyperbole may be justified in poetical composition, in flights of imagination or in an endeavor to describe great emotions, or attain rhetorical effect, tho the young preacher was called to account for saying that he had shed barrels of tears over the peccadillos of his people, but truthfulness in business announcements are more effective in the end, bringing surer conviction and more abiding results. Truth is the very foundation for effective writing of editorials, news and advertising in newspapers, as it was in days past deemed the very heart or essence of all true eloquence. Lying and exaggeration both alike show weakness, ignorance or vanity.

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## SUGGESTIONS WORTH HEEDING AND PRACTICING BY PRINTERS AND PUBLISHERS

The executive committee of the Association of Commerce, having in mind the greatest possible Chicago, decleard early in the history of the Association:

"It shall be the policy of this Association and its sustaining members to deal with and give preference to Chicago houses, other things being equal."

That policy and that principle affect vitally every resident of Chicago. The Chicago concerns which employ large numbers of men and women are adding daily to its wealth and prosperity.

We have just erected and are now occupying a great factory employing some 500 people. These employees add to the wealth of trades people in Chicago hundreds

of thousands of dollars a year. We shall welcome the application of the Association's suggestion to our own business. Most of the money we receive is paid out here and tends to make every citizen more prosperous. May we not hope that you will adopt the slogan of the Association of Commerce as your own and that you will encourage home industries and favor us with your trade?

We have many things that members of the Association need.

BARNHART BROTHERS & SPINDLER.
Type Founders—Printers Supplies.

The above comes to this office in neat circular with strong appropriate border and contains an interesting and convenient enumeration of the articles manufactured by Barnhart Brothers & Spindler. It furnishes a good example of effective advertising and could be adopted as to form and argument by printers and publishers everywhere.

## NEWS NOTES FROM TYPOTHETAE & FRANKLIN CLUBS OF AMERICA

March 15, 1917.

Secretary Jos. A. Borden, of the United Typothetae and Franklin Clubs of America is continuing organization work in the Eastern States where he has been for the past several weeks. Br. Borden has appeared before numerous organizations addressing them on the activities of the National Association.

Mr. W. Van Hinkle, United Typothetae and Franklin Clubs of America, has returned to National headquarters after an extended trip thru the southern States. Typothetae locals were formed in Chattanooga, Little Rock and Birmingham, and many individual memberships received in other cities which will swell the membership roll considerably. There is a live interest in organization activities thruout the South which will doubtless prove of real benefit to the entire craft in that section of the country.

Thos. W. McGlaughlin, Cost Accountant, United Typothetae and Franklin Clubs of America, has been installing the Standard Cost System in several plants in Cincinnati during the past month.

The staff of Cost Accountants of the United Typothetae and Franklin Clubs of America have been kept busy during the past few months installing the Standard Cost System in plants thruout the country. The demand for this work is increasing daily and is a good indication of the growth of the Standard Cost Finding System. Numerous plants thruout the country operating under other methods have revised their systems to conform with the Standard. Many inquiries have also been received at National headquarters from other industries for information pertaining to the Standard Cost System. The Federal Trade Commission being instrumental in advising the inquirers to get in touch with and study the fundamentals of the Standard System of Cost Finding of the United Typothetae and Franklin Clubs of America.

Mr. F. W. Fillmore, Head Cost Accountant, United Typothetae and Franklin Clubs of America, reports that over 100 Annual Statements of Cost of Production have already been received to be compiled into the Composite Statement for the year 1916. Indications at this early date are that the Composite Statements for this year will be the most complete ever issued by the organization.

President C. D. Traphagen, First Vice-President Benj. P. Moutlton and Treasurer Arthur E. Southworth, were in conference the latter part of February at National headquarters. These gentlemen are devoting much of their time to organization matters, which, at the present time, are of great importance to the entire membership and the craft at large.

The records of the Service Bureau of the United Typothetae and Franklin Clubs of America, indicate for the first two months of this year, that the membership is relying considerably on this department for assistance in helping them solve their everyday problems. One of the most valuable assests of the membership is the fact that printers can get valuable information thru this Bureau which could in no other way be obtained. Printers not affiliated with the United Typothetae and Franklin Clubs of America, should investigate this service. If they could gain nothing else thru a membership this alone would be one of the most valuable assets to their business.

The Price List Committee of the United Typothetae and Franklin Clubs of America have for sometime past been engaged in revisions to the Standard Price List. Within a very short time the membership will be advised of these changes and will receive completely revised schedules covering many of the scales in the Standard Price List.

The recording of Bindery Production as advocated by the Price List Committee of the United Typothetae and Franklin Clubs of America, thru their Treatise Classification of Bindery Operations and Operation Numbers, is taking a strong grip on the craft thruout the country, where, heretofore, the recording of bindery output has seemed a difficult matter it has now been so simplified that printers and binders have no excuse whatever for not compiling data covering their bindery production.

Those who have not yet investigated this scheme of production recording should get in touch with National headquarters, United Typothetae and Franklin Clubs of America, immediately.

## TEXAS SCHOOL OF JOURNALISM LEADER IN FIVE YEARS' COURSE

The University of Texas School of Journalism,
Austin, Texas, March 23, 1917.

National Printer-Journalist, Chicago, Ill.

Dear Sirs:—An editorial in the March number of the National Printer-Journalist indicates that in deciding to extend its curriculum to a five years' course the Pulitzer School of Journalism is the first school of journalism in this country to take this advanced step in journalistic education.

The School of Journalism of the University of Texas was organized in 1914 with a five years' curriculum as a requirement for graduation, the first two years being given to training in English, history, economics, languages and other fundamental subjects, the second two years combining academic with professional studies, and the third year being devoted wholly to professional journalistic training. At the University of Texas, the Bachelor of Arts degree is a prerequisite to the journalistic degree, which is known as Master of Journalism.

All schools of journalism, it would seem, must some day realize that it is impossible to take a high school graduate and in four years give him the academic and professional training necessary to fit him for journalistic work, any more than it can be done in law and medical schools. The sooner the standards are raised and the curriculum extended to at least five years in every school conferring a degree, the better it will be for journalistic education.

Sincerely yours,
WILL H. MAYES,
Chairman School of Journalism, University of Texas.

## CHICAGO TRADE PRESS PATRIOTIC

The following resolutions were nuanimously adopted at the conference of editors of the Chicago Trade Press Association held at the Grand Pacific Hotel, March 23, 1917:

Whereas, The time has again come in American history when we must defend our rights on land and sea and enter the field of war in the name of humanity, with the red, white and blue of Old Glory leading us on to victory, and

Weheas, The spirit of our forefathers, who fought, bled and died in the name of freedom in 1776, in 1812, in 1861, leading us down to the war for the freedom of Cuba in 1898, still predomniates in the American of today, so be it

Resolved, That we, the editors of the leading trade papers of the country, published in Chicago, in conference assembled in the city of Chicago on this 24th day of March, 1917, regardless of birth, creed, party or affiliations do hereby pledge our entire and enthusiastic support to the President of the United States in maintaining the honor and integrity of our country, and be it further

Resolved, That we further pledge to the President the use and supporto of the editorial columns of the papers we represent in this international crisis and critical period of our his tory and shall urge the readers of our papers to stand solidly in back of him, as brother to brother, shoulder to shoulder for thecause of right and justice, showing the entire world that the spirit of 1776, of 1812, of 1861 and 1898 has grown with the ages culminating in the spirit of 1917, ready to defend our flag, our country and the rights of humanity at whatever cost; and be it further

Resolved, That in the furtherance of American libery, justice and protection we urge the President of the United States and the members of Congress to support and enact into law a proper bill providing for universal military training.

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FIVE CHICAGO, MAY, 1917 NUMBER FIVE

# The Story of Longfellow's Hiawatha

## To be Presented at Minnehaha Falls for the Entertainment of the Members of the National Editorial Association

### Vice-President Hotaling Tells, as follows, in His Blue Earth County Enterprise of Mapleton, Minn., of one of the Many Entertainments to be Given by Minneapolis for the Delight of the Members of the National Association

A rifle shot away from Minnehaha Falls, rich in legendary lore and tucked in close to the shores of old lake Nokomis, which, in a blue sheet, stretches away to the northward, the "Hiawatha" pageant will be staged. A feathered arrow, winged on the West-Wind by Indian hand, would fall within a yard or two of the spot where once curling smoke of willow bark floated on the cool evening air, and marked the wigwam of the Ancient Arrow Maker; and, too, where Minnehaha, Laughing Water, romped her happy summer thru. So it is, surrounded by lake, forest and water fall, so realistically described in the verse, the poem so wondrously wrought by Longfellow, will be enacted with actors "from the Land of the Ojibway," and from whence to Minnehaha came the youthful and mighty hunter, Hiawatha.

The stage of "Hiawatha" will be an island, and, upon either side, blue water floating slowly past will reflect the tall pines and bushy willows that fringe the island's shores. A hundred braves, with squaws and papooses from Wa Ya Ga Mug, far in the north of the Huron country, themselves lineal descendants of Gitche Manito, "the Mighty," who called the tribesmen together, of old Nokomis and of Hiawatha, schooled in twenty years presensation of the play, will, in living presence, tell the story, for to the Ojibway, be it known, "Hiawatha" is as sacred as is the Passion Play to the peasants of Oberammergau. And, if the old men who to this day counsel in the Great Red Pipe Stone Quarry are to be believed, Hiawatha really lived, loved and departed; to them Hiawatha and Minnehaha are facts, not fiction.

None, whether of east or north, south or west, but has read the story. To both youthful and adult minds of the nation, the romance of Hiawatha and Minnehaha is as familiar as the historical rescue of Captain John Smith by Pocahontas, taught in the school books. Indeed, one has as much verification as the other, and it might be said, that to Americans at least, the love story of Minnehaha is as well known as that of the unhappy Juliet.

To read a romance, however intense and however beautiful is one thing but to see it actually visualized is

**Minnehaha Falls, the Famous Water Fall, the Scene of Hiawatha's Wooing. These Falls and the Glen below are part of a Large Natural Wooded Park.**

another, and it is such a visualization that is given in "Hiawatha," and the poem is thereby rendered a thousandfold more impressive.

To the native Ojibway the play of "Hiawatha" is a dignified performance closely akin to a religious ceremony, and as such it is treated. It may truly be called the Indian Passion Play. The play as presented follows closely the text of the poem, altho truth be told, the story is unfolded, not as Longfellow wrote it , but as the Ojibway has always himself believed it, and among the silent redman of the great Huron forests, America's favorite poet is venerated as a historian, who has correctly and truthfully recorded a great tribal event, and not as an imaginative writer. In some ways, the play of "Hiawatha" departs from the poem, for the Ojibway, always himself romantic with a love for the mystic, has added here and there a few touches of tribal folk lore of typical medicine man fashion. To this day, around the camp fires, and in the summer wigwams that dot the shores of the great lakes, Ojibway mothers thrill their little ones with the story of Hiawatha and Minnehaha, just as their civilized sisters narrate the adventure of Little Red Riding Hood and Robinson Crusoe.

The history of the play of "Hiawatha" is of itself interesting. It was Indian in the conceiving and Indian in the making. Two or more scores of years before its first presentation at Wa Ya Ga Mug, Michigan, Longfellow had spent many months among the northern Ojibways, living as one of them. To him, Buck Wa Ganni, tribal chief, had impressively told the folk lore of the Ojibways, and among other legends, that of Hiawatha and Minnehaha, and of the former's journey to the land of the Dakotas, where he met the Laughing Water. Later, to the delight of the English speaking world, Longfellow immortalized the love story in verse.

The death of Longfellow greatly grieved the Indians, and they mourned him sincerely. More than a score of years later, the poet's daughter visited the Ojibway country, and to entertain and honor her, the Ojibways devised and for the first time presented with living characters a visualization of their sweetest story—Hiawatha— exactly as their old chief had narrated it to their guest's father. There was present at the initial performance, as one of Miss Longfellow's guests, Wm. A. Frisbie, now editor of The Daily News, Minneapolis, and he still describes with much vividness that wonderful entertainment. So complete had it been made, and such care given to detail, that it lasted the greater part of a day.

So great was its success and so picturesque the play that the Indian dramatists were induced to cut it down into a two and one half hour entertainment, and as such it is now presented for several weeks annually in the summer at Wa Ya Ga Mug, near Petoskey, Michigan, where it is a fixed Ojibway institution. Railways run excurisons to the little Indian village that the beauties of the play may be seen and heard by those who live in a world far removed. The production at Minnehaha Falls will be by Ojibways and identical with that of Wa Ya Ga Mug.

At the play of "Hiawatha," the spectators will enjoy comfortable seats in a shaded amphitheatre, facing a lagoon which divides them from the island stage. A man, with marked elocutionary effect, facing the audience, reads the poem. From time to time he pauses, awaiting the action of what he has just narrated. Except for the Indian songs, which accompany their many dances, "Hiawatha" is in pantomime.

First there is seen the gathering of the tribes for the great council, where the calumet, or Peace Pipe, is smoked as a token that tribal warfare has ceased, and all are told of the coming of the prophet. Then following the sequence of the story, is seen the infant Hiawatha, son of the famed West Wind, cuddled by his grandmother, the old Nokomis of the play, who exults as the lad brings home to the lodge the first red deer he has ever killed.

Then it is in the play, that Hiawatha, now grown to manhood's estate, journey's forth to the land of the Dakota's to the Falls of Minnehaha, to the wigwam of the Ancient Arrow Maker, where he meets the Laughing Water of his dreams. An Indian wooing, staged with all the impressiveness of the redman's earnestness, follows, and, as so beautifully described in the poem, the pair depart, leaving the Ancient Arrow Maker standing lonely in the door of his wigwam.

The journey of the lovers homeward to the land of the Ojibways is depicted with true Indian simplicity and directness and no greater Indian pageant has ever been staged than that of the wedding feast, prepared by old Nokomis, in honor of Hiawatha's return. Pau Puk Keewis dances his Beggar's Dance to please them; Iagoo the mighty boaster and traveler, thrills with stories of adventure, and the feast is served. At its conclusion comes the great gambling scene, and the spectators see the warriors, grave of face and stern visaged, slip their white canoes into the lagoon, silently dip their paddles in the reflecting water, and disappear from sight behind the trees of the little island stage.

Swiftly follows the pursuit of Pau Puk Keewis, the Mischief Maker, after the hunters have found the lodge empty and Minnehaha gone. The wily Pau Kuk Keewis is finally surrounded on the top of Nanabozh's Rock. Seeing all avenues of escape closed, the Indian asks the King of Prayers to change him into a beaver and leaps into the water. The request is granted, but the Indians kill the beaver. The restoration of Pau Puk Keewis to life and tribal rights follow.

Naturally the scenes describing the cold and dreary winter and the famine must be imaginative, but the death of Minnehaha is portrayed with wonderful pathos. Comes then the arrival of the Black Robe Chief, the Pale Face, who lands on the island. The missionary gathers the braves about him, and with crucifix aloft, tells the simple Indians the story of the Christ, his life, of his crucifixion and death.

No prettier ending of a play, whether staged within theatre or play house or out in the open under friendly skies, has ever been shown than the scenes attending the farewell of Hiawatha. This wonderful picture as presented by the simple and solemn eyed Indian folk, follows closely the description penned by Longfellow:

"On the shore stood Hiawatha,
Turned and waved his hand at parting,
On the clear and luminous water
Launched his birch canoe for sailing
From the pebbles of the margin
Shoved it forth into the water;
Whispered to it 'westward westward';
And with speed it darted forward,
And the people from the margin,
Watched him floating, rising, sinking,
Till the birch canoe seemed lifted
High into that sea of splendor,
Till it sank into the vapors,
Like the new moon, slowly, slowly,
Sinking in the purple distance.
* * * * * * *
Thus departed Hiawatha."

# The Salesman's Creed

## No. 4

By J. R. McCleskey

The great majority of men who fail to accomplish what they should, can charge their failure to aimlessness—lack of a fixed purpose and fixed methods. Every man should have fixed in his thought a definite idea of what he wants to accomplish and then adopt a definite systematic method of reaching the desired end. In other words, have a fixed purpose in your work, know what that purpose is and know what route you are going to take to accomplish it.

Political parties adopt platforms, other organizations adopt creeds, business firms adopt policies, and why should a man not adopt a platform, a policy or a creed as a guide in his work as an individual? It matters not what you may call it, so long as you have it, and for the lack of a better name, we will call it "The Salesman's Creed," and here it is:

> **"I believe in the goods I am selling, in the firm I am working for, and in my ability to get 'results.' I believe that honest goods can be sold to honest men by honest methods. I believe in working, not waiting—in laughing, not weeping—in boosting, not knocking—and in the pleasure of selling goods. I believe that a man gets what he goes after, that one order today is worth two orders tomorrow, and that no man is 'down and out' until he has lost faith in himself and his Creator. I believe in today and the work I am doing; in tomorrow and the work I hope to do, and in the sure reward of right effort. I believe in courtesy, in kindness, in fairness, in generosity, in good cheer, in friendship and honest competition."**

If each and every salesman would adopt this "Salesman's Creed" and live up to it in his daily work and life, you could not find type large enough to spell his SUCCESS. Let's analyze the "Salesman's Creed" a little and pick it to pieces, and see what we find in it.

> **"I believe in the goods I am selling, in the firm I am working for, and in my ability to get results."**

It is an undeniable fact that the results you accomplish depend upon whether or not you believe what you say you believe. If you reverse this statement and say to yourself, "I do not believe in the goods I am selling, in the house I am working for, nor in my ability to get results," then you know it is past time for you to quit your job and get something you have faith in, as well as faith in your own ability to do it.

> **Don't try to sell goods unless you believe they are good goods.**
> **Don't work for a firm unless you believe it is a good firm.**
> **Don't try to do anything unless you believe you can do it before you start.**

Now, do you believe that "Honest goods can be sold to honest men by honest methods"? The man who does not believe this will never make a successful salesman or a successful anything else, in the end.

After getting a right foundation by having faith in your goods, in your firm, in yourself, and in honest methods, here is one of the most important qualifications that to make a successful salesman—"I believe in working, not waiting; in laughing, not weeping; in boosting, not knocking; and in the pleasure of selling goods." Persistent and systematic effort is necessary to accomplish success in anything. A cheerful spirit, a kind word, and a happy smile, get more orders than a grouchy, whining disposition that is always complaining about bad luck or poor business or something else that the customer does not want to hear about. Be a booster always, not a knocker. Do not knock anything—not even the weather. If it is a dark rainy day, try to make up for it by the sunshine and cheerfulness that you can radiate from within—you will sell more goods by so doing. There are three rules that should be adopted by every salesman who wants to be a real success.

> **First: Don't knock your competitor; if you can't speak well of him, keep your mouth shut.**
> **Second: Don't misrepresent anything to a customer: if you can't sell your goods by telling the truth about them, get another job.**
> **Third: Don't be a booze fighter; you can get along better without it than with it.**

There may be days when we will all have a little touch of discouragement in our work, but we all have the privilege and the intelligence to overcome discouragement when it strikes at us. Memorize this sentence, and when you are discouraged just get out in a ten-acre field or a vacant building somewhere, and say it over and over to yourself until you believe every word of it and then go back to your work and see where your discouragement is:

> **"I believe that a man gets what he goes after; that one order today is worth two orders tomorrow, and that no man is down and out until he has lost faith in himself and his Creator. I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward of right effort."**

It has been said that, "Poets are born and not made," and in years past some people have held to the idea that "Salesmen are born and not made." However, just the reverse is true, that "Salesmen are made and not born." There is no man of ordinary intelligence who can read and write, who cannot develop in himself, in some degree at least, the qualities that go to make up a successful salesman, provided he has the desire. In fact, the man who will absorb and put into practice all that is contained in the "Salesman's Creed," will not miss the road to success very far.

We may not reach absolute perfection in salesmanship, but we do know that the degree of our success is in exact proportion to the effort we make in the right direction, and this encourages us to strive all the more; and in our striving we will find each day a better day, a more successful day, and a happier day, if we will carry with us continually, as we go about our work, the thought expressed in the closing sentence of the "Salesman's Creed"—

> **"I believe in courtesy, in kindness, in fairness, in generosity, in good cheer, in friendship and in honest competition."**

# Plain Talk to Newspaper Men

By Thomas Rees

Publisher Illinois State Register, Springfield, Illinois, Before the Second Annual Conference of "A Better Community Movement," University of Illinois, Urbana, Illinois, April 11, 1917.

Fellow Publishers:—The people of the entire world are more dependent upon newspapers today than ever in history. Tho great nations, our own glorious United States among them, have been plunged into the flame and blood of a war which surpasses the wildest dreams of slaughter and destruction, the common bond of news binds their people together in crying demand for newspapers. The entire universe rocks with the awful violence of this war. Thrones are toppling, empires are crumbling, but this only intensifies the demand for newspapers. This constantly growing reliance upon newspapers in America adds vastly to the responsibility of publishers. I have been asked to make a plain talk to the newspaper men, and as time is limited I shall discuss hastily a few of the duties and responsibilities of editor and publisher, and other phases of the newspaper business.

### Now The Golden Era

There is hardly anything more remarkable in modern business development than the phenomenal increase in newspaper advertising, and the growing favor with which it is being received.

While the growth of newspaper advertising has been gradual for several decades, it has, within the last two or three years, gone forward by leaps and bounds. It seems that in the cycle of business evolution the present is the golden era of newspaper advertising. The increase in the volume of advertising within the last year or so has far exceeded the hopes of the most optimistic newspaper publisher.

The advertising committee of the American Newspaper Publishers' Association, which represents about 300 or 400 of the leading newspapers of America, reported at the April meeting in 1915 that there had been an increase of 35 per cent in the volume of advertising in the papers represented in that Association for the year 1915 over 1914. While 1914 was not a prosperous year, it was above the average of the fourteen years previous, so that the increase of 35 per cent for 1915 in newspaper advertising was very remarkable. While the American newspapers as a whole showed this 35 per cent increase, there were some publications showing an advertising increase of as high as 100 per cent or over.

### In Times Prior

The great volume of advertising carried by daily newspapers of the present time presents a striking contrast with the daily newspapers of the olden times. Let us go back to Civil War days and a few years following.

The ordinary daily paper was then of four pages, with six, seven, eight, and, in very large cities, nine columns to the page. Aside from a limited amount of reading matter which was usually set in much smaller type than was necessary, there was considerable space left for advertising. The space left seemed to be out of all harmony with the amount of advertising which was offered, for in those days the soliciting of advertising was practically an undiscovered art.

This abundant space usually contained a large amount of legal advertising which seemed out of all proportion to the size of the paper or the population of the county in which the paper was published. While there was considerable legal advertising in those days, perhaps even more than there is to the population at the present time, the volume of legal advertising in the newspapers was more abundant than the law required.

Legal advertising in those days, as now, ordinarily required one insertion per week. The publisher, for fear he might miss the particular day on which the advertisement should appear, usually inserted the advertising every day in the week. Sometimes such advertising was carried several weeks, and even months beyond the necessary time. It was no uncommon thing to see legal notices for someone to appear in court, say in April, in publications appearing in June or July. And sometimes sheriff's sales appeared several weeks after the property had bee disposed of.

Aside from the legal advertising there was a roomy space devoted to commercial advertising. The announcements of the merchants were usually set up in long, single column space in nonpareil slugged out. They were often introduced in this way: "Just received," so many barrels of sugar, so many barrels of flour, etc. These startling announcements that these goods had just been received were set up and left standing and published daily for probably several years. But that did not make much difference as the advertising was not expected to do the merchant any good. In fact, the "ads" were published to do the newspaper good rather than the advertiser, as the merchant felt it incumbent upon him to advertise in the paper to support the paper for the good of the community.

While the merchant was liberal with the newspaper man, the newspaper man was equally liberal with the merchant. So the publisher usually "doubled" the merchant's advertising.

There may be some in this audience who do not understand what is meant by "doubling advertisements," but in the old days it was not only a practice but a necessity. There was no arrangement in those days to put on or take off columns or pages. The newspaper included each day the same number of columns and the same number of pages in order to make a showing. Ordinarily there were more columns than necessary for the legitimate use of the publication. As there were no syndicates then, no free publicity, and no boiler plate, if it had not been for the doubling of advertisements the publisher would have been up against a serious proposition and would often have been compelled to go to press with blank columns, as the normal amount of advertising filled only about one-half of the space allotted to it. Extra space was filled by lifting the large advertisements from the pages, after the first side was run off, over to pages that represented the last printing of the paper. This was called "doubling the ads" and was practically a universal custom.

Contrast that with the present and you see a vast difference.

I think in this part of the country the old Chicago Times was one of the first publications to issue a regular eight-page paper, and it was a very remarkable innovation. Nowadays any town that is large enough to have a daily paper at all usually has an eight-page daily, and

in many instances the number of pages has increased until a daily issue of sixteen, twenty-four or thirty-two pages is not uncommon, while Sunday papers in metropolitan cities of the United States often run up to one hundred pages or more in one issue.

### Newspapers Should Be Strictly Honest

Newspapers should be the bulwark of honor and integrity. They should be built on a firm foundation of truth, with a superstructure of morality. While the American newspapers are as honest as most other branches of business, they should not rest content with this standard, but should be over and above suspicion. There is some room for improvement in this direction. There are some faults that should be remedied before the newspapers can expect the public to have full and absolute confidence in them.

First of all, the editorial columns of a newspaper should be used only for the public good. There are some newspaper men who use their editorial columns to settle their own grievances. They attempt to punish the Congressman who rejects them or their selection for postmaster, or to discipline other individuals for real or fancied wrong. Newspaper men who pursue this course are simply pirates and black handers. They should be classed as undesirable citizens.

It is wrong to use the editorial columns of a newspaper to the advantage of public service or other corporations against the interest of the community to secure advertising patronage. It does not take long for the public to discover whether the editorial conduct of a newspaper is based on conscience or on pelf. The newspaper whose editor's opinions are not based on conscience has very little influence with the public.

### Political Criticisms

I think papers are fairer in criticism than they were in former years. Senator Sherman paid a great compliment to the newspapers of Illinois when speaking before the Illinois Press Association soon after his election. He said that, during the whole vigorous campaign thru which he had passed, not a single paper in the state had assailed him unfairly. He did not mean that they had not assailed him at all, or that they had not assailed him vigorously, but he said the criticisms were political and, from that standpoint, were fair.

There are some politicians not so charitable as Mr. Sherman. Most all politicians have differences with some particular paper or papers, sometimes of their own party and sometimes of the opposing party, but most politicians think well of newspapers and newspaper men as a class. Some politicians hate all newspapers and all newspaper men, but I never knew a politician who hated the newspapers or the newspaper men whom I thought was honest. Whenever you hear a politician berating and cursing the newspapers and the newspaper men in general, it is reasonably safe to classify him as a grafter or a jack-potter. Can you think now of a really great and honest man who ever lived and was a politician or a statesman that had a bad opinion of newspapers and newspaper men?

### Avoid the Worst

In the matter of scandal, keep your columns as free from this sort of contamination as possible and, at the same time, publish the legitimate news. While in most matters I would be willing to take the Bible as a guide in the newspaper business and would call attention to the magnificent example of reporting, as shown in the story of St. Paul's shipwreck, in the twenty-seventh chapter of the Acts, I would hardly consider the Old Testament a safe guide as to what proportion of scandal should or should not enter into the makeup of a newspaper. It is a difficult problem to tell what should and should not be published in these matters. It would be difficult to suggest a hard and fast rule to cover such a delicate proposition, but a suggestion that came to me in my own experience a few years ago might sometimes be followed to advantage, or at least with safety.

A young reporter came in with a very well written story of a very remarkable scandal and submitted it to me to pass upon whether it was proper for publication or not. It was a very interesting article, would have made quite a sensation, and was a very tempting proposition from a news standpoint. The question was whether to publish it or not. I finally suggested to the young man, as it was then just noon and he was going home to his dinner, that he take the manuscript home and turn it over to his mother and let her read it. If she approved of it, I would abide by her decision and would run it in the paper. The young man balked on this and said he would not like to have his mother read the article. I said as his mother, and many other mothers, would read the story after it was printed, would it not be just as well to have her read it first? He refused to comply with the suggestion and the article went into the waste basket.

As we now allow the women to decide whether or not saloons shall be put out of business and to vote on other moral issues, why not put the question here suggested up to the women? I am certain there will be a desirable uplift if you do.

### Tricks of the Trade

Most every business seems to have a certain line of questionable practices, sometimes called "tricks of the trade." The newspaper business probably has less "tricks" than most lines of business. There are, however, some practiced even by so-called legitimate newspapers which should be discountenanced.

The advance dating or timing of a daily newspaper, that is, calling it a five o'clock edition, and printing and circulating it several hours ahead of that time, is done to deceive the patron, and is reprehensible in the extreme. If a man should print a paper at one o'clock and call it a five o'clock edition, and should die at two o'clock, he should not expect to wake up in heaven until he had tarried a long time in purgatory.

It is quite a common practice for newspapers to buy mats or plate matter containing either news or stories and to publish them under various disguises such as "Special—written for this paper," etc. It isn't a very serious matter, and yet there is no difference in principle than for the grocer to buy eggs from a cold storage house and sell them as "fresh country eggs."

A similar practice is to buy mats of illustrated news matter, and to insert the pictures as "photographed by our special staff artist on the spot."

Other similar practices include the clipping of items from exchanges, and giving them telegraph dates up to the minute; the writing of criticisms and communications in the office and signing them "Vox Populi" and "Pro Bono Publico," etc. If you haven't the courage to take a position on a question, sidestep it. Don't be an editorial counterfeiter.

These are petty tricks, too small and of too little advantage to be indulged in by so-called reputable newspaper men.

There are no secrets in business. Your sins will find you out. Don't think you are fooling the people. The

ostrich thinks he is hidden when he sticks his head in the sand, and it is of no advantage for an editor to be an ostrich.

### Advertising Ethics

In the matter of prices for advertising, newspapers are more reliable than they formerly were, and yet prices are not always absolute and fixed. The prices of subscription and of advertising of a newspaper ought to be inflexible. It is not right to carry on the practice of having varying prices, that is, charging one man one price and another man another price for the same service. Under such circumstances the publisher must endeavor to convince each customer that he is getting the very lowest price. He can only do this by lying, and there is no room in the newspaper business for a liar.

The newspapers should continue cleaning up their columns. Owing to the confidence that the public have in newspapers a horde of "get-rich-quick" schemers and swindlers of all kinds are anxious to use them. Many advertisements get into papers that should be refused. It is a common expression with people who are swindled to say "I saw it advertised in such or such a paper, and I thought it was all right." This indicates the responsibility of the publisher in the premises. The reader has cause to think it is all right if it is in the paper. The publisher who knowingly inserts a fraudulent advertisement, or admits any fraudulent advertisement into his columns without good reason to believe that it is all right, is equally guilty with the fraudulent advertiser and is morally, if not financially, responsible.

This is acknowledged by some publishers who offer to and do make good all losses their patrons suffer thru fraudulent advertisements found in their publications.

There has been a decided advance in morals along these lines in recent years. Advertisements that were tolerated a few years ago are not admitted into the columns of respectable papers now. Among the first advertisements inserted because they paid the advertisers were lottery announcements, "sure cure" for cancer, consumption, etc. It is not to the credit of the newspapers that most of these questionable advertisements were eliminated, not because of the growing moral sensibilities of publishers, but by the force of law. Lottery advertisements were published by some papers in the city edition and other unmailed editions long after they had been excluded from the mails by the United States laws. But this would indicate that these publishers were not in the vanguard of the uplift.

### Prevarication Is Not Circulation

I congratulate the publishers of America that much improvement has been made in the matter of circulation statements. While the Government has taken a hand in this, I think the newspapers themselves deserve more credit for this advance in the direction of honesty than the Government. It is a matter in which the Government is not interested. The Government has no fixed basis nor principles on which to act, and no machinery for verifying its reports. The attempt it has made is, therefore, a lamentable failure, and is an unwarranted interference with private business, uncalled for and unjustified.

The circulation of a newspaper should be a known fact. There is no difference between the publisher who misrepresents the circulation of his paper in order to sell advertising, and the merchant that sells short weight or short measure to increase his profits. They are both petty thieves. It is peculiar that this didn't seem to be understood a few years ago. It is so understood now, and there are not so many papers today which fail to give reliable and trustworthy information about circulation. There are some which still follow the old practice of claiming circulation which they do not have. So long as there are such, the whole fraternity will suffer thereby.

You cannot expect the public to be impressed with the honesty of circulation statements when two or three newspapers in the same city carry announcements that each has twice as much circulation as the others, or that each has more circulation than the other two combined. Don't make a statement as to circulation or anything else that is not absolutely true.

In your circulation department don't offer cheap knives and represent them as made of Damascus steel. Don't offer articles "guaranteed to be of the very best quality" unless they actually are. If you sell inferior articles, advertise and sell them for what they are and what they are worth.

It is altogether better not to sell merchandise in competition with your advertisers even under the subterfuge of the coupon plan.

Speaking of government circulation statements, not long ago at a meeting of the leading publishers of America in New York, it was seriously debated whether they should go on record as asking the government to fix a much more severe penalty for those publishers who make statements based on falsehoods or perjury. Think of the lamentable lack of confidence indicated in newspapers when a body of newspaper publishers have so little confidence in the truthfulness of their fellow publishers that they seriously consider asking the government to compel publishers to tell the truth, under a severe penalty, about a matter that should be as open and above board as how many articles make a dozen, or what measure a customer should receive when he buys a fifty yard bolt of cloth.

### Professional Courtesy

The lack of courtesy between newspaper publishers is appalling. When I think there has been considerable improvement in this direction it is still left in a condition of incomprehensible and unlimited vulgarity. In Congress and other deliberative bodies, members refer to each other as the "Gentleman from Missouri," or the "Gentleman from Wisconsin," etc. The language sometimes used by one publisher in his editorial columns referring to a brother publisher is such as would be sufficient reason for ejecting a bummer from a bar room. Don't say that your competitor is a liar unless you can prove it, and, even if you can prove it, it is best to keep still about it, as he might prove the same of you, and then you will both be discredited.

The making of invidious comparisons of your own paper with that of a competitor, or of your character with his character, is using your columns destructively rather than constructively and is a serious breach of ethics. There are very few publishers who would allow one merchant to publish advertising comparing his business with the business done by another merchant. Why should you, as publishers, apply one rule to your customers and a less rigid rule to your own conduct in the matter of advertising?

When the venom of hatred enters your heart and you conclude to write something violent about your competitor in the newspaper business, or when you begin to compare your virtues with his shortcomings in either a moral or a business way, place yourself in the hands of a censor, let that censor be yourself, and pass upon the proposition with the Golden Rule in mind, or ask yourself: "Would I allow any man in this community to publish in my paper the same or similar statements

as those I propose to apply to my fellow publisher?" If the ordinary publisher will rest his decision upon this basis, a very large proportion of the derogatory matter applied to fellow publishers will be omitted.

Let me repeat that newspapers are now in great favor with the public. They are in constant demand in the home, on the street and in the shop. They are indispensible. They are a public and business necessity. They constitute a most potential force in the world. Every effort should be made by editors and publishers to strengthen their position. Each newspaper man, in whatever capacity, must meet his responsibility, in helping to make greater progress by deserving absolute public confidence.

Newspaper advertising will be more or less valuable as people find newspapers and their publishers reliable. We must be ever mindful that the conduct of any one newspaper contributes directly or indirectly to the moral status of the business in its entirety.

I sometimes doubt whether newspapers have the full measure of influence with which they are generally credited. Whether they have or have not, we should never lend our influence to a cause unless we know it is just. Be careful of the feelings of your friends, and the treatment you accord them. Be just to your enemies. Finally, be earnest in the betterment of your community. Work for the upbuilding of your state and be loyal to the nation. Above all, be true to yourself and to all of mankind.

## TWO-AND-A-HALF-CENT PIECES FOR THE NEWSPAPERS

In this day of one-cent newspapers, with the high price of print paper demanding an advance in price, it would seem that the proposed issue of a two-and-a-half-cent piece might prove of very great financial aid. The proposition is to issue a new coin of the denomination of two and a half cents and that it shall bear the portrait of Benjamin Franklin who was a newspaper publisher as well as printer patriot, philanthropist, philosopher and statesman. The American Pioneer says: "We ommend both proposals. In a country where five and twenty-five cent coins are so generally used and where the disposition to divide things by halves is so much in evidence, a two-and-a-half-cent coin is almost indispensable, and should have been provided long ago.

"It would be particularly fitting also to identify the coin with the great American printer of the eighteenth century. He was the most popular and best known man of his time. No other name appears so frequently in the newspapers and the pamphlets of his age. More than any other man in either America or Europe his features appear on the 'knicknacks,' bric-a-brac and curios that were so characteristic of the time. A considerable showing of them is to be seen at the Metropolitan Museum of Art in New York, and some years ago the writer of these lines had the privilege of inspecting a similar and much larger collection, embracing knives, razors, paper weights, medallions, lithographs, etc., all bearing Franklin's likeness, in the possession of a private collector in Paris. We hope this collection still exists and will some day find its way to America.

"The portrait of Franklin appears at the present time on our currency. We believe it is on the one-hundred-dollar bill, but not being on terms of familiarity with that denomination are unable to make a positive statement. It is not a fitting place for the portrait of Benjamin Franklin. Simplicity was the keynote of his whole career; it touhced the lives of what we are accustomed to term the 'common people' at so many points that a bill or a coin of small denomination would be much more fitting as the background of his portrait. By all means let the two-and-a-half-cent piece show forth the countenance of Franklin."

## PRESS CENSORSHIP

### An Appeal to be Made to the Intelligence and Patriotism of the Press—Co-operation, not Arbitrary Orders nor Threatening Penalties, Promised by the Committee of Public Information

A great deal has been said and written as to the censorship of the newspapers, now that this Republic is in a state of war. The Association of Teachers of Journalism, at its recent meeting in Chicago, asked that a newspaper man be appointed censor, and it seems that President Wilson has, in a measure, complied with the request. George Creel, a newspaper man and magazine writer, has been appointed executive director of the Committee of Public Information, and The Editor and Publisher, of New York City, recently quoted this well informed gentleman, who is evidently in sympathy with the press and the people, as follows:

"There is not a newspaper in the United States that is without earnest desire to do the thing that is best for America. It is upon this theory that I mean to base my policies and official actions. Whatever may be the needs of the future, I cannot see present necessity for any policy of rigid repression. Rather is it the case that every proper channel of information must be opened so that the people may not lack in knowledge and understanding.

"I have no intent to interfere with the freedom of the press, to usurp functions of private ownership, or to inaugurate any system of petty, hampering, and irritating supervision. The mistakes of European censorships will be avoided. I may say to you that I am going to be more proud of what I do not do than what I do. Such rules and regulations as may be necessary will be framed with a view to appealing to the intelligence and patriotism of the press, not merely to a fear of penalties. Co-operation is the vital need, not grudging submission to resented orders.

"War is not entirely a matter of armed force. Public opinion is a factor in victory no less than ships and guns, and the creation and stimulation of a generous, ardent, national sentiment is the kind of fighting that the press alone can do. It is my conviction that every newspaper owner, editor, or writer is eager for this service, and I hope to be able to aid in its fullest expression."

## LOUISIANA EDITORS MEET

### Brief Story of the Convention

Woman certainly ruled the day at the thirty-eighth annual session of the Louisiana Press Association in Alexandria, La., April 23-25. Mrs. J. Vol Brock, the first woman president, was in the chair; three ladies were on the program for papers; a lively discussion was precipitated over the widow's dowry law, which is said to stand in the way of Louisiana farmers getting the benefit of the farm loan bank; and women took a lively part in every discussion.

The program was unusually varied and interest waxed

warm on several occasions. Foreign advertising as a means of revenue for the country paper was eagerly championed by Professor Blain, of the department of journalism of the Louisiona State University, who, as chairman of a committee to investigate the feasibility of a central bureau to handle national advertising, made an exhaustive report, with valuable recommendations.

Other matters of special interest were:

The report of the legislative committee, resulting in a resolution to the effect that the next legislature should be assigned to one man, who could watch all legislation pertaining to the newspaper business.

The address of the president, who sounded the keynote in a call to the editors of Louisiana to do their duty by their communities and their state in this crisis;

A resolution assuring President Wilson of the loyalty and patriotism of the Louisiana press;

The many courtesies extended the Association by the people of Alexandria.

The principal features of the program were papers by the following: Mrs. Conrad J. Lecoq, of the Pointe Coupee Banner, on "Relations of the Press of Louisiana to the Louisiana Press Association"; "The House That Jack Builds," by Mrs. C. L. Breazeale, of the Natchitoches Enterprise; "The Mission of the Country Press," by Miss Hattye Buckner, of the Amite Times; "Power of the Country Press," by Hon. E. M. Stafford, of New Orleans; "The Progress of Journalism," by F. A. Leaming, of the Mansfield Enterprise; "Neglected Sources of News," by W. E. Krebs, of the New Orleans Bee; "The Editorial Page," by W. H. Bennett, of the Clinton Southern Watchman; "Importance of Knowledge of American Institutions," by H. G. Goodwyn, of the Colfax Chronicle; "Print Paper Prices," by W. M. Knight, of New Orleans.

An automobile drive to points of interest, and a reception and muiscal at Hotel Bentley were much enjoyed.

Savery M. Lewis, of the Ruston Leader, was elected president for the coming year. At the invitation of the New Orleans Press Club, the Association will meet in the Crescent City in 1918.

## NEWS NOTES UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA

April 18, 1917.

Secretary Jos. A. Borden, United Typothetae and Franklin Clubs of America, who recently returned to National headquarters, addressed many organizations on his extended trip, among them being: New England Paper Jobbers Association, Boston Association of Photo Engravers, Photo Engravers Board of Trade of New York City, Boston Employing Electrotypers Association, Employing Electrotypers and Stereotypers Ass'n of New York City, Employing Printers Association of New York City, Boston Typothetae Board of Trade, Typothetae of Philadelphia, Newark Typothetae, Typothetae of Washington, D. C., Ben Franklin Club of St. Louis, and Ad Club of St. Louis.

Cost Accountant, T. W. McGlaughlin, United Typothetae and Franklin Clubs of America, has completed the installation of cost systems in all the printing establishments in Mitchell, South Dakota, and is at present extending cost work in Sioux Falls where several contracts are in force.

Printers should begin preparations to attend the Thirty-first Annual Convention of the United Typothetae and Franklin Clubs of America to be held at the Congress Hotel, Chicago, Ill., on September 17, 18, and 19, as this will be one of the best, if not the best Convention ever held by the organization.

That the Standard Price List of the United Typothetae and Franklin Clubs of America, is proving its value is evidenced by the report from National headquarters stating that the sale of the book for the past month was larger than any previous one. Printers not acquainted with the Standard Price List are advised to write to the National Office, 608 South Dearborn St., Chicago.

The Composite Statement of Cost Production for the year 1916 being compiled at National headquarters, is already beginning to show some interesting figures. Present indications are that this year's figures will be the most complete ever compiled by the Cost Commission.

In anticipation of the Thirty-first Annual Convention many Typothetae local organizations are already actively engaged in lining up the printers in their section for the trip to Chicago. Kansas City printers have plans under way for a special train from their city and vicinity. St. Louis organization is also making arrangements for special cars to bring the delegates and other printers to the big convention.

## ADVERTISING AND TRADING STAMPS JUDICIALY DEFINED

Advertising and the trading stamp businesses were recently described by Justice McKenna in handing down the decision of the U. S. Supreme Court, denying the claim that trading stamps are a legitimate form of advertising, in the following language:

"Advertising is merely identification and description, apprising of quality and place. It has no other object than to draw attention to the article to be sold, and the acquisition of the article to be sold constitutes the only inducement to its purchase. The matter is simple, single in purpose and motive; its consequences are well defined, there being nothing ulterior; it is the practice of old and familiar transactions and has sufficed for their success.

The schemes of complainants (the trading stamp companies) have no such directness and effect. They rely upon something else than the article sold. They tempt by a promise of a value greater than that article and apparently not represented in its price and it hence may be thought that thus by an appeal to cupidity lure to improvidence. This may not be called in an exact sense a 'lottery,' may not be called 'gaming'; it may however, be considered as having the seduction and evil of such."

## ENLISTED

Arthur L. Wanner, son of A. F. Wanner, President of the Wanner Machinery Co., of Chicago, has enlisted in the United States Regular Army and has received his commission as Lieutenant. He is an Illinois University man and took two years instruction and drill in the University Regiment. His being appointed an officer emphasizes the value of that preparedness of which many of our colleges and universities have just reason to be proud. The National Printer-Journalist would be very much pleased to be given the names of the sons of other fathers of its great family of newspaper makers, printers and members of allied trades, who, moved by a spirit of patriotism, loyalty and allegiance to liberty, free government by and for the people, justice, humanity and law, are entering the noble, unselfish service of the greatest republic of earth, to help along the victory of right in this World War and to pay a debt long owed to the Republic of France.

THE RED WING COMMERCIAL CLUB realizes fully the high honor conferred on our city by the visit of the National Editorial Association, Sunday, July 8, 1917, and cordially invites the National Editors to accept the Commercial Club's and the City's hospitality on that day. Red Wing has many institutions which will interest the leaders in thought of the Nation and it is hoped that they will all avail themselves of the opportunity to join in the festivities in paying tribute to the founder of the National Editorial Association.

RED WING FEELS THAT IT IS A GREAT HONOR to have been the birthplace of the National Editorial Association and the commemoration of its founding by one of our beloved citizens of that time—Benj. B. Herbert—is an important event in the history of the Association.

AN ILLUSTRATED ARTICLE IN THIS NUMBER of the National Printer-Journalist gives some interesting facts about Red Wing, "THE DESIRABLE CITY". It is worth your while read it carefully. It will make your visit later on all the more interesting.

THE RED WING COMMERCIAL CLUB
RED WING, U. S. A.

# Over the Chicago, Milwaukee & St. Paul Railway to Red Wing and Minneapolis

No better choice of route could have been made from Chicago to Red Wing, and Minneapolis, to attend the Thirty-second Annual Convention of the National Editorial Association than that over the Chicago, Milwaukee & St. Paul Railway. Leaving Chicago at night, the excursionists will reach La Crosse early in the morning, in time to enjoy the unsurpassed scenery of the upper Mississippi.. For the utmost enjoyment of the meeting, second in importance only to the place is the railway chosen for travel—considering first, train service, and secondly the beauty of what is to be seen en route. The Chicago, Milwaukee & St. Paul Railway is the Pioneer line to the Twin Cities from Chicago; it was the first railway to double-track its line between Chicago and the Twin Cities; it was the first railway to electric-light its passenger trains; the first to operate all-steel trains between these points. This distinction, fixed by date, is still maintained by service—the C. M. & St. P. is still the "first line" to the Twin Cities.

LAKE PEPIN
UPPER MISSISSIPPI

It is the only railway owning and operationg all its own equipment and directly employing all its train attendants; it is the line with "longer, higher and wider berths" in its sleeping cars. Its dining car service is famous and no expense or effort is spared to maintain its reputation for culinary perfection.

At La Crosse the Mississippi is spanned by a mammoth bridge, the line thence paralleling the "Father of Waters" for more than 140 miles. This trip rivals the Hudson in scenic splendor as one speeds along river and lake, by pinnacle, crag and veritable mountain side. The upper Mississippi is counted among the wonders of American scenery.

Lake Pepin, some three miles in length—a widening of the Mississippi—is a most enchanting body of water, with its placid shimmering surface, where the Father of Waters is at ease, and its precipitous bluffs on either side, and beautiful cities and villages—Winona Minnesota City, Wabasha, Lake City, Frontanac, Red Wing and Hastings—nestling on the river bank. At one point, across on the Wisconsin side, is pointed out the famed historic Maiden Rock, from which, according to Indian legend, a maiden, being prevented from marrying her dusky lover, a member of another tribe, leaped into the peaceful lake. It is probable that the water came up higher on the bluff in those earlier days, or else the maiden must have "jumped some."

Many years ago, a world traveler, who had visited Switzerland and all the beauty spots of the Earth, standing on a bluff at Red Wing, declared, while looking out over the panorama of valleys and bluffs and the broad expanse of the river dotted with islands, forests and streams, that his eyes never before had rested upon so beautiful and enchanting a scene. Some idea of the enticing loveliness may be gathered from the illustration given herewith, and the views in the article with regard to Red Wing.

**Special Train Chicago to Minneapolis**

It is planned to provide a special train from Chicago, over the Chicago, Milwaukee and St. Paul line. This train will leave the Union—C. M. & St. P. Station—at 10:15 o'clock Saturday evening, July 7th, so scheduled as to reach Red Wing, Minnesota, at 9:30 Sunday morning.

Eastern delegates will please have their tickets routed for this connection owing to the program which follows. To guarantee the special out of Chicago on the above schedule the Secretary must have your advance reservation. If this is not clear to you do not hesitate to ask questions of Secretary Schlosser, who is on the job.

# Red Wing, Minnesota, "The Desirable City"

## By The Red Wing Commercial Club

ONE OF the biggest little cities of 10,000 population in the whole country is Red Wing, Minnesota, known far and wide as "The Desirable City," a name which it has truly earned. Before the coming of the white man, Red Wing was an Indian village and the chief of the tribe was "Red Wing" or "Wing of Scarlet." The village itself had a long Indian name translated into "Hill, Wood and Water," a most appropriate name indeed. The first white people to settle in Red Wing were Swiss missionaries who came in 1837 and remained until 1846. Missionaries sent out by the American Board

C. M. & St. P. Ry. Station and Part of Levee Park, Adjoining

of Missions resumed the work of the Swiss missionaries in 1848 and 1849, Rev. John W. Hancock arriving the latter year, and it was really he who became the first permanent resident and who laid the foundation for the future of the community. Attracted by the beauty and the promise of this section, other white settlers followed within the next few years and the new Red Wing was well started by sturdy, hard-working, persevering pioneers on its way to future greatness.

Red Wing is most beautifully located in the heart of the most picturesque section of the upper Mississippi Valley. The beauty of its scenery is unsurpassed. The city clings to the banks of the Mississippi and is gracefully hung among the majestic hills, overlooking valley, river and wooded islands with lakes, inlets and channels which combine in a most harmonious and enchanting spectacle.

The main line of the Chicago, Milwaukee and St. Paul Railway, the Canon Valley branch of the same road, two branches of the Chicago, Great Western, and the Burlington and Northern, two and a half miles over on the Wisconsin side, afford excellent transportation facilities. The Mississippi River, with a potential capacity of many railway lines, is beginning to come into its own and will have great bearing upon the transportation problems of this section of the country. The distance from Red Wing to the Twin Cities is, respectively, forty-two and fifty-two miles.

In the early days Red Wing was the largest primary wheat market in the world, receiving a large share of the wheat from the fertile prairies of southern Minnesota. The resulting prosperity laid the foundation for the culture and prosperity that we find today. There are few cities of the size of Red Wing, if any, that possess so many large and successful industries. First and foremost among these come the clay working institutions, making pottery ware, sewer pipe and the drain tile of superior quality. There are four large factories devoted to this industry in Red Wing and another located near the Twin Cities owned by the same interests. Two large furniture factories selling their wares as far West as the Pacific Coast, two large flouring mills, whose products have commanded the highest prices in the European markets, two malting plants with an annual capacity of 1,500,000 bushels of barley, a factory making launches and internal combustion engines that sell all over the world, a factory producing advertising novelties that find a ready market from coast to coast, one large shoe factory and a new and rapidly growing one, one of the biggest tanneries in this section of the country, a cooperage plant, a woodwork and interior finishing plant and cigar factories—these are among the institutions which are the pride and in a large measure the support of the city. They represent an original investment of about $4,000,000

Red Wing City Hall in the Rear of Which Is the Station of the City's Paid Fire Department

but some of the stocks sell at two and even three times their par value. About 1,800 men are employed with a payroll of about $1,250,000 a year. The annual output of these factories is about $10,000,000. The net earnings of Red Wing's incorporated institutions for the year 1916 was better than a million dollars of which about $650,000 was paid out in dividends to local investors, mostly, and the balance passed to surplus. Red Wing's three banks, and one savings bank, have capital and surplus amounting to $425,000 and resources totaling $3,500,000. It is readily apparent that the greater part of Red Wing's wealth is permanently invested in flourishing institutions and does not show up particularly in bank deposits. The bank deposits of Goodhue county, of which Red Wing is the county seat, and of Pierce county, Wisconsin, immediately across the Mississippi and tributary to Red Wing, which is its main market place, is about $16,000,000. The

THE RED WING REPUBLICAN was founded as a weekly by General Lucius F. Hubbard in 1857—just sixty years ago. The Daily Republican was started as an evening paper by Editor B. B. Herbert in 1885—the same year that he founded the National Editorial Association. The Morning Republican, serving mainly the rural routes out of the city, was launched in 1911.

The Republican has been the family paper, covering the community thoroughly, from its beginning to the present time. Among its several famous editors of the past was Col. Wm. Colvill, hero of the historic charge of the First Minnesota at Gettysburg.

The aims and ideals of The Republican and the service it gives are well known to readers of the National Printer-Journalist. The liberality and business shrewdness with which local and national advertisers use its columns attest to its quality as an advertising medium. Naturally The Republican is exceedingly proud of the distinction that the National Editorial Association was founded by one of its well-known, greatly beloved editors.

The Republican is published by the Red Wing Printing Company—founded by B. B. Herbert in 1877—producers of high class job printing with which it serves patrons at home and in distant communities.

THE RED WING PRINTING COMPANY
RED WING, MINNESOTA

average per capita wealth for Goodhue county is over $2,000. The average per capita wealth of the city of Red Wing is about $1,200. These figures reflect in a measure the prosperity of the community.

The Red Wing Manufacturers' Association has a membership of about thirty important manufacturing concerns. The Commercial Club, with its membership of about two hundred and fifty, is live and energetic, with

Red Wing Post Office, Viewed from Broadway Park

club rooms unsurpassed for a town of Red Wing's size. The Red Wing Advertising Club, tho but a year old, is one of the hustling organizations of business men. The Yacht Club, the largest club of its kind on the Upper Mississippi, has two hundred members, some two hundred and fifty yachts and launches being owned in "The Desirable City."

The city has a large wholesale grocery establishment and modern retail establishments. The wholesale and retail commerce of Red Wing, not including manufac-

Red Wing Y. M. C. A. Built at a cost of $50,000 the gift of James Lauther and endowed with $25,000 by Mrs. E. T. Lautcher

tures, exceeds $10,000,000 annually and disburses over $800,000 each year in salaries to employees which, combined with the factories' payrolls make an annual total of about $2,000,000 or a weekly average of about $40,000.

Red Wing has been indeed fortunate in having among its citizens many who have felt that the wealth they have acquired here should be not only for their enjoyment, but for their fellow citizens as well. The T. B. Sheldon Memorial Auditorium, one of the handsomest theaters in the Northwest, and the first municipal theater in America, is one example of the munificence of one citizen. It cost $85,000 and seats 1,000 people. Some of the most important theatrical companies, playing in New York, Chicago and other leading cities, play in Red Wing and in no other city of its size in the United States.

The city hall is a handsome structure, costing $35,000, which combines the city prison and the principal fire station, besides containing the city offices and council chambers. It is complete in every appointment.

The Young Men's Christian Association is one of the thriving institutions of the city. The beautiful Y. M. C. A. building, at the corner of Main and Broad streets, erected at the cost of $50,000, is the gift of the late James Lawther. The association was recently endowed to the extent of $25,000 by the widow of its donor.

The Carnegie-Lawther Library building is the gift of Andrew Carnegie, the valuable site being donated by the late James Lawther. The library contains close to 10,000

Present Home of the Red Wing Daily Republican, published by Col. B. B. Herbert, when he founded the National Editorial Association

volumes and subscribes to all the world's leading publications.

The new post office building was erected at a cost of over $70,000. Its location is opposite the library and the auditorium. The parking of the public square between them is one of the beauty spots of the city. The Mississippi River front is also parked and is a scene of unrivaled beauty. Other river towns are patterning the parking of their levees after the plan adopted by Red Wing. Central Park, facing the Goodhue county courthouse, is another pretty spot. Red Wing has an Old People's Home, the gift of Mrs. Amelia Graham, one of the city's pioneer women. The Red Wing Hospital has received a number of handsome gifts, the J. C. Pierce addition, with its up-to-date rooms and equipment, being one of the most substantial. A beautiful memorial chapel has been erected at the entrance to Oakwood Cemetery, a gift of the late Mrs. Margaret Betcher, in memory of her husband. A striking stone arch serves as a gateway to the cemetery, and this was given by the late E. H. Blodgett in memory of his wife.

Few cities of 10,000 possess such facilities for educating the young. New school buildings costing $170,000 are building this year. There are four ward grade schools

# *Our National Strength*

The Nation's might is influenced by its every citizen. Patriotism is for all.

And one of its practical forms is intelligent, individual effort that develops collective financial strength—so important a factor in National Supremacy.

Conservation upon the part of the individual—the building of a surplus—is essential to both National and Personal Protection.

The Officers of the Bank of Pierce Simmons & Company and of the Security Loan & Trust Company stand for **AMERICA first—and all the time.**

---

W. H. PUTNAM, President
W. H. GROW, Vice President
R. W. PUTNAM, Cashier
J. W. HOLLIDAY, Asst. Cashier
A. F. HERNLEM, Asst. Cashier

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*DIRECTORS*

W. H. PUTNAM — W. H. GROW
E. S. HOYT — H. A WILLARD
ALBERT JOHNSON — H. A. SWANSON
R. W. PUTNAM

# The Goodhue County National Bank

RED WING, MINN.

Established 1878

Capital and Surplus
$400,000.00

Assets over
$1,300,000.00

The policy of this bank has been to encourage and foster the industries of Red Wing and the surrounding farming community. On this policy we have built our business and propose to continue and we invite the co-operation of all who are interested along these lines.

---

**Officers and Directors**

B. Gerlach, President.
C. H. Boxrud, Vice President,
C. J. Sargent, Cashier,
E. L. Lee, Asst. Cashier,
O. A. Ulvin, Asst. Cashier.
F. S. O'Neill, Asst. Cashier.

William Busch, Chas. A. Betcher, E. H. Foot,
J. H. Schacht, E. D. Brooks,
G. Lillyblad.

and an industrial building, the first to be erected in the state, and a high school.

The Lutheran Ladies' Seminary, having a magnificent

Carnegie-Lawther Public Library at the Left, and the Sheldon Memorial Auditorium, the first Municipal Theatre in America.

building crowning one of the high eminences overlooking the city, is a boarding school for girls with a nation-wide reputation. It has an enrollment of 200. The Red Wing Seminary, co-educational, is located on College Bluff, also overlooking the city. Its enrollment is about 200. Both seminaries are well equipped. Science, art, music, business and domestic economy are among the branches taught at both seminaries.

The State Training School is one of the finest institutions of its kind in America. The buildings have cost over $400,000. The school farm consists of 400 acres, all kept in the highest state of cultivation by the wards of the state.

The Red Wing Hospital is maintained by the city and by private subscriptions. It is constantly expanding its work. St. John's Hospital is owned by a private corporation and has its own staff of physicians and surgeons. Patients come from all sections of the country.

The great river and valley are a playground seven months in the year and the island opposite the city is the camping grounds of many of Red Wing's busy people who go back and forth morning and night in their launches. The fishing is excellent, bass and pike being

Lake Shore Drive, Red Wing

numerous. Good trouting is found in the cold spring brooks tributary to the Mississippi, a dozen of which empty into the river within a few miles. The roads leading out of Red Wing are splendid highways and the hundreds of automobile owners find conditions ideal for "spins" into the surrounding country districts. It is estimated that there are 5,000 autos in Red Wing's prosperity zone.

Bit of River Scenery at Red Wing

At the head of Lake Pepin, six miles down the river, is Wacouta with its many summer homes—cottages clinging to the top of the cliff overlooking the lake. Further down is Frontenac, the location of one of the early French forts, with its summer hotel, a popular resort for people from the Twin Cities, St. Louis and other cities.

The lover of outdoor sports finds much to interest him in Red Wing. The river provides pleasure and recreation for thousands, canoeing, launch riding and bathing being very popular. The city has a well laid out golf course and a fine club house. There are many excellent tennis courts for lovers of this pastime, with a number of live clubs staging tournaments during the season. Two semi-professional baseball teams are supported, the national game being played in a well equipped athletic

C. F. HJERMSTAD

INVESTMENT
BANKER

FARM MORTGAGES, BONDS
AND OTHER SECURITIES

6% First Mortgage Farm Loans
a Specialty

RED WING, MINN.

The
First National
Bank

Red Wing, Minnesota

Established in 1865—52 years ago

*Capital and Surplus $125,000.00*

J. HENRY CROSS, - - - President
F. H. WELLCOME, - - - Vice-President
SAMUEL H. LOCKIN, - - Cashier
AUG. H. LIDBERG, - - Asst. Cashier

Red Wing Shoes

High Grade Shoes
for General Wear

A busy little factory operated to capacity during fifty weeks of the year and distributing annually over $600,000 worth of men's and boys Unlined High Grade Shoes.

Over 100,000 pairs of Black and Brown Chief shoes are sold annually to men and boys who demand a more comfortable and serviceable Every Day Shoe.

RED WING SHOE COMPANY

MANUFACTURERS

Red Wing, - Minn.

field. A bathing beach is maintained by the city with a caretaker in charge. There are two gun clubs and a live organization of sportsmen. In the winter the river and Red Wing's hills offer most favorable opportunities

High Wagon Bridge over the Mississippi at Red Wing connecting Minnesota and Wisconsin

for the enjoyment of exhilarating winter sports. Red Wing's ski tournaments are nationally famous.

Red Wing is most up to date in municipal improvements. It possesses an excellent water works system, pure water being available at taps and bubble fountains in every part of the city. Its down town streets are paved with creosoted blocks, while an extensive paving campaign has been mapped out, including concrete arterial highways and paved residence streets.

The city's paid fire department is one of the most efficient and best equipped in the Northwest. The curb lighting system in the down town section is second to none, while the residence district is unusually well lighted. Sewer service is available to practically every home Cheap electricity for power and lighting is brought to Red Wing from some of the largest water power stations in the Northwest. The city also has a modern gas plant.

One could continue indefinitely reciting the wonderful advantages which Red Wing enjoys and which make the town one where people live in unusual peace and contentment.

Red Wing's churches represent nearly all the denominations and embrace the most beautiful of the city's structures. The fraternal organizations are well represented here and many strong societies exist.

Betcher Memorial Chapel and Blodget Memorial Entrance, Oakwood Cemetery, Red Wing, Minn.

The city and surrounding country districts are excellently served by three daily and one weekly newspapers. The Red Wing Printing Company publishes the Red

Factory A, Red Wing Sewerpipe Company, one of four large clay plants and among the most important of Red Wing's many industries

Main Building Red Wing Seminary for Boys and Girls

# RED WING UNION STONEWARE CO.

*AMERICA'S GREATEST STONEWARE POTTERIES*

RED WING

MINN.

## The Red Wing Building Association

was organized in 1887, largely through the efforts of Hon. B. B. Herbert, who was its first secretary, and who laid the foundation of an institution, which for forty years has enjoyed the confidence of the community and enabled those of moderate means to obtain homes, and furnished a safe depository for the savings of the common people.

Its founders did not intend it for a "get-rich-quick" scheme; it has been managed in the interest of all of its members and the fact that it has never missed a dividend speaks for itself. No special inducements have been offered to its patrons and they, themselves, have been the advertising medium.

THE OFFICERS ARE:

E. S. HOYT, - - - - - *President*
President of the Red Wing Union Stoneware Company, and the Red Wing Sewer Pipe Company.

E. C. ERB, - - - - - *Vice-President*
Manager of the Lawther Estates

A. P. PIERCE, - - - - - *Secretary*
Mayor of City of Red Wing

W. H. PUTNAM, - - - - *Treasurer*
President of Bank of Pierce, Simmons & Company

F. W. PUTNAM, - - - - - *Attorney*

# RED WING, MINN.

*The Home*
*..... of .....*

## Famous Trout Brook Leather

Made by

## S. B. Foot & Co.

Red Wing, Minn.

Used by all makers of highgrade work shoes throughout the country.

Part of Red Wing from Sorin's Bluff—the Mississippi Wisconsin hills in background

Wing Daily Republican (evening), The Morning Republican, and The Weekly Republican, thoroly covering the community. No city in Minnesota of less than 25,000 inhabitants has a daily paper so wide-awake and so metropolitan in its character as The Republican. The job printing department is recognized by the printers' trade papers as one of the foremost and receives quantities of job work from all over the Northwest.

The Daily Eagle, the latest arrival in the local newspaper field, was started in August, 1911.

The Republican Children's League, an institution fostered by The Red Wing Republican, and with a membership of some seven hundred children, has been instrumental to a great extent in making the city a beautiful and clean spot. The children have transformed back yards and vacant lots into flower and vegetable gardens and have for years carried on a campaign to "keep the city clean." There is a remarkable spirit of civic pride among the league members. Almost every home is a beauty spot, and what is important to note is that nearly all of the people in Red Wing, including the working people, own their own homes.

Dairymen and farmers occupy the suburbs and provide the finest milk, fruits and vegetables. Three large greenhouses are devoted to floriculture. Living in Red Wing is cheaper and better than in any of the large cities. Goodhue county, of which Red Wing is the county seat, is one of the richest farming communities in the United States. The annual farm products include approximately 2,500,000 bushels of barley, 1,500,000 bushels of wheat, 1,100,000 bushels of oats, 3,000,000 pounds of butter, 300,000 bushels of flax, 1,500,000 bushels of corn, 1,000,000 pounds of cheese and 85,000 tons of hay. Stock raising is a most profitable industry and the county is known for its fine animals.

Red Wing has taken a leading part among the cities of Minnesota in the quality of men who have lived here and gone out from here to be of service to the state and nation. Such men as Colonel Colvill, who led the charge of the famous First Minnesota at Gettysburg, General

Red Wing Ladies' Seminary

# NATIONAL EDITORS, ATTENTION!

## When You Visit RED WING, MINNESOTA, THE RED WING ADVERTISING COMPANY Invites You to Inspect

## A NATIONAL INSTITUTION!

The products of the Red Wing Advertising Company—check covers, pass books, art calendars, advertising specialties in leather—are used everywhere by the very people who read your newspapers. You will be interested in seeing at first hand an institution that is daily supplying the wants and needs of your bankers, merchants, manufacturers and business houses.

**In the Interest of Your Readers we Cordially Invite an Inspection of Our Plant.**

*RED WING ADVERTISING CO.*
*RED WING, MINN.*

IF YOU ARE GOING TO BUILD ANY PLACE IN THE NORTHWEST SEND YOUR PLANS FOR ESTIMATING TO

*Charles Betcher Lumber Co.*

RED WING, MINN.

*MANUFACTURERS of the*

*Highest Quality and Special Millwork and Interior Finish*

HARDWOOD FINISH A SPECIALTY

# Red Wing Furniture Company

Red Wing, Minn.

MANUFACTURERS OF

Bed Room and Dining Room Furniture

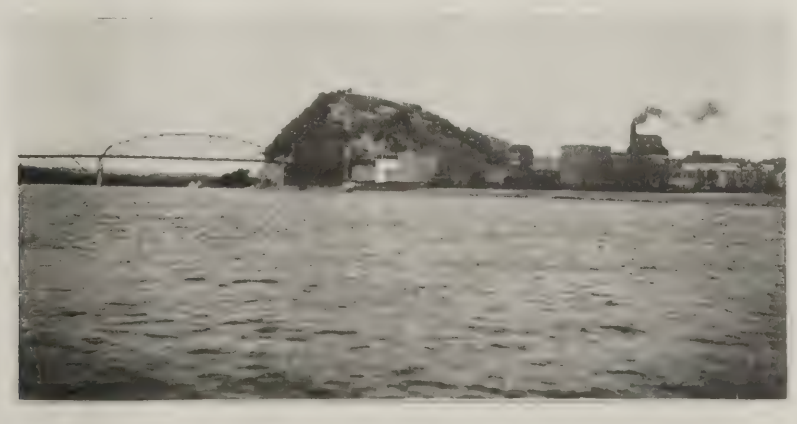
Made in
Circassian Walnut Figured Red Gum
Birds Eye Maple
and Oak

All Modern Designs and in Choicest Figured Veniers

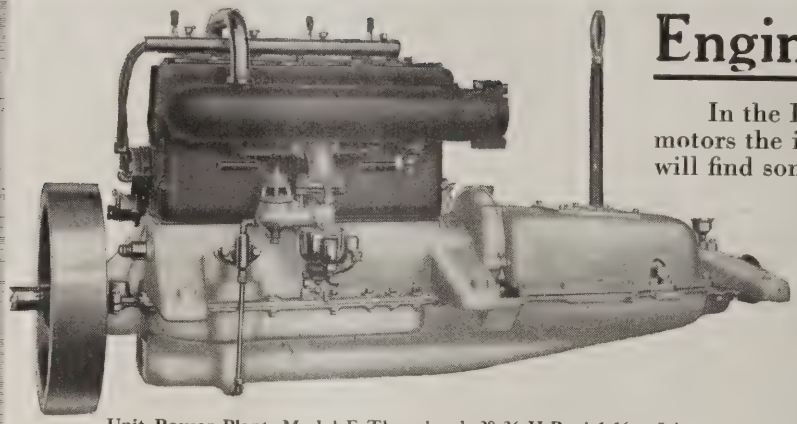
Typical Red Wing Residence Street. Abounding with Beautiful Shade Trees

S. P. Jennison, a leader in politics and journalism and a hero of many battles both in the Civil and Indian wars, and Lucius F. Hubbard, one of the governors of the state and a war veteran of distinction, were Red Wing products.

The first city in Minnesota to be honored with a visit from the National Editorial Association on the trip west this summer, will be Red Wing. One thing in particular makes the visit of more than ordinary interest. The National Editorial Association was founded in 1885 by Colonel Benjamin B. Herbert while he was editor of The Red Wing Republican. The far-seeing and energetic young editor, seated in his modest sanctum in the office of The Republican, conceived the idea of forming the editors of the nation into a great and influential organization whose beneficial influence should be felt from coast to coast. This ambitious dream became a reality and Colonel Herbert was elected the first president of the association. In all the succeeding years he has never failed to attend the annual conventions, and "Father Herbert" fully deserves that honored title by which he is known to almost every editor throughout the land. In recognition of the historic connection between the National Editorial body and the city of Red Wing, the editors visited the city in 1908 and dedicated the new building of The Red Wing Daily Republican. During the present visit to Red Wing on Sunday, July 8, a tablet appropriately inscribed, commemorating the fact that the National Editorial Association was founded by Colonel B. B. Herbert, will be dedicated with appropriate exercises. Special trains from the East conveying the editors to Minnesota will stop in Red Wing for the day and it is anticipated that many of the newspaper men from the West, who will attend the convention in the Twin Cities, will meet their brethren from the East and South in Red Wing and unite with them in paying tribute to Colonel Herbert, who has also promised to be present during the festivities. In accordance with custom and traditions, Red Wing's hospitable people will extend every courtesy and consideration to make the stay in Red Wing enjoyable and memorable. The Red Wing Commercial Club is in charge of the arrangements.



Barn Bluff Milling District and Bridge Viewed from Wisconsin Shore of the Mississippi



Unit Power Plant, Model F Thorobred, 28-36 H.P., 4 1-16 x 5 in.
Furnished with or without Unit Power Plant.

## Engines That Satisfy

In the Red Wing Thorobred line of marine motors the individual buyer or the boat builder will find somewhere just the engine he requires —no matter what the service. We challenge anyone to examine the present-day marine engines and find a motor anywhere—at any price—that will give better service or longer service than the Thorobred. Many manufacturers charge more for the same power, but you can take our word for it, this is not because the motor is worth more, but because it costs them more to make it, either because of small production or extravagant manufacturing. If the Thorobred could be improved, don't you suppose we would improve it —in fact would have to improve it to meet competition? Fact is, competition has never yet been able to produce a motor of same trustworthiness at anywhere near our price.

**Sizes from 14 to 40 H.P.** Two-cycle Red Wings, 3 H.P. and up.

Any Thorobred will burn kerosene if desired.
Write us before making any engine choice.

**RED WING MOTOR COMPANY, RED WING, MINN., U. S. A.**

DEPT. N.

# "Red Wing"

*QUALITY*

# LINSEED OIL

Is PURE
Well Settled
Free From Foots

*"The kind you ought to buy"*

**RED WING LINSEED CO.**

RED WING, MINN.

# The Red Wing Malting Company

RED WING, MINN.

**Capacity**
**1,000,000 BUSHELS**

Malt Made From Goodhue County Barley

# BARN BLUFF, RED WING, MINNESOTA

Picture from Photograph. Showing Profile of an Indian Face Sculptured by Nature in Solid Rock

Gibraltar of our City,
Watchman of the vale,
Guarding pretty Red Wing
With winding Indian trail:

Before a cross had carried
Its mission o'er the strand;
Before a race lay buried
Beneath its native land.

The vision then was vaulted
With the contour of thy brow,
And thy shapely heights exalted
As they are exalted now.

Sphinx-like in thy silence
The lips of that stern face
Are holding fast the secrets
Of a sullen vanquished race.

May a grateful City spare thee
From the base despoiler's claim;
And a people's voice declare thee
Worthy of a greater fame

Than ever that accorded
To the ancient hills of Rome;
Nature's faithful sentinel
Above our rivered Home.

*Copyright 1913 Charles P. Hall, Red Wing, Minn.*

I hereby grant the use of my poem entitled "Barn Bluff" for publication in the National Printer-Journalist and in the publications of the members of the National Editorial Association, provided proper credit is given. Charles P. Hall

Made from the finest of wheats Scientifically Milled

RED WING MILLING CO.

RED WING. - - - MINN.

1877 1917

*La Grange Mills*

MANUFACTURERS OF

*Hard Spring Wheat Flour*

RED WING, MINN.

Friedrich & Kempe Co.

*INC.*

*Wholesale Grocers*

"PRIMROSE" and "TRILLIUM"
BRANDS
OF PURE FOOD
PRODUCTS

223-5-7-9 PLUM STREET
RED WING, MINN.

## CONGRESS APPLAUDS PATRIOTIC POEM

### New York Congressman Reads the Red Wing Republican's Verses Into Congressional Record

By George F. Authier
(In Minneapolis Sunday Tribune)

Washington, April 8.—The poem written by Jens K. Grondahl of Red Wing, which, Mr. Grondahl calls "America, My Country," has attained unusual popularity in Washington during the last few days. It was read into the congressional record by Congressman Siegel of New York, during the progress of the debate on the war resolution and was greeted with applause.

This is probably the first poem written by a Minnesota author ever so honored.

Incidentally, Mr. Siegel gave a fine example of patriotic devotion to duty which is being liberally quoted in contrast to those who yielded to what they thought political expediency.

JENS K. GRONDAHL.
Editor, "Republican," Red Wing, Minn.

Mr. Siegel is a Hebrew and represents a district that is filled with German voters.

Mr. Siegel repudiated the idea that his constituents would approve an appeal to their support on the assumption that they are disloyal. He regards this as the most deliberate insult that can be given by a congressman to a constituency and insists the Germans of his district are as loyal as anyone and far too loyal to approve a course on his part that would be against the interests of America.

Then Mr. Siegel added these words which are being quoted freely in rebuke of those congressmen who placed fear of losing their jobs against a sense of duty. Mr. Siegel said: "Whether one is in private or public life he must be imbued with the idea that his duty to his country is paramount and above all other consideration.

"During this week intimations have come to me that political expediency required me to cast my vote against this resolution and that contrary action on my part would mean a general effort from now on to end my congressional career. If so I shall at no time regret having performed the duty that I had hoped would never fall to my lot. I would be unworthy of American citizenship were I to be deterred from action by such warnings."

### AMERICA, MY COUNTY
By Jens K. Grondahl

America, my country, I come at thy call,
I plight thee my troth and I give thee my all,
In peace or in war I am wed to thy weal,
I'll carry thy flag thru the fire and the steel,
On sea nor on land shall it suffer disgrace,
Unsullied it floats o'er our peace-loving race,
In reverence I kneel at sweet liberty's shrine,
America, my country, command, I am thine.

America, my country, brave souls gave thee birth,
Who yearned for a haven of freedom on earth,
And when thy dear flag to the winds was unfurled
There came to thy shores the oppressed of the world;
Thy milk and thy honey flow freely for all,
Who takes of thy bounty shall come at thy call,
Who quaffs of thy nectar of freedom shall say,
"America, my country, command, I obey."

America, my country, thy flag I adore,
It glories in peace but it fears not in war,
When tyrants would trample its folds in the dust,
Old Glory, undaunted, is true to its trust;
Its stars ever twinkle from liberty's dome
A message of hope to mankind, thru the gloom,
And children of men bless the Red, White and Blue,
America, my country, the tried and the true.

America, my country, now come is thy hour—
The Lord of hosts recks on thy courage and power;
Humanity pleads for the strength of thy hand
Lest liberty perish on sea and on land;
Thou guardian of freedom, thou keeper of right,
When liberty bleeds there is task for thy might,
"Divine right" of kings or our freedom must fall—
America, my country, I come at thy call.

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## SOUTH DAKOTA PRESS ASSOCIATION TO MEET WITH N. E. A.

At a meeting of the executive committee of the South Dakota Press Association held in Sioux Falls it was decided to hold the summer meeting of the Association in Minneapolis on July 10. The National Editorial Association meets in Minneapolis on July 9, 10, 11 and 12 and this will give the state association an opportunity to participate in the business sessions and entertainment features of the National. At the close of the meeting a trip thru Minnesota and Western Canada, covering 5,000 miles and occuying two weeks' time, will be taken and any member who desires to do so can join this excursion. As soon as all details are completed members of the state association will receive a circular of information from the secretary's office.—W. C. Lush, Ex. Com., Yankton, S. D.

# Salt Glazed, Vitrified Clay Products

*Manufactured from*

## The Celebrated Red Wing Potter's Clay

Sewer Pipe Sizes 3 to 24 Inches
Drain Tile Sizes 3 to 32 Inches
Segment Blocks Sizes 30 to 108 Inches

Wall Coping and Flue Lining

*Red Wing Sewer Pipe Co.*
*Red Wing, Minn.*

The St. James
RED WING, MINN.
**THE LEADING HOTEL IN THE CITY**
*Remodeled and Refurnished*
Chas. E. Lillyblad,
Proprietor

**SAVE 25%**
by placing your Fire Insurance in the
*Citizens' Fund Mutual Fire Insurance Company*
Home Office, Red Wing, Minnesota

In two years it has grown to a company with:
$4,166,445.37 Insurance in force.
$73,297.92 Surplus and contingent assets.
Paid $33,127.29 in losses.
Saved its members $19,842.87.

LITTLE
RED WING
FOOT-FORM SHOES
FOR CHILDREN
MANUFACTURED BY
*The L. D. Stickles Shoe Co.*
RED WING, MINN.

J. J. FERRIN
RUGS. FURNITURE
Undertaking
QUALITY—SERVICE—LOWEST PRICES
Corner Main and Plum Streets
RED WING MINN.

## FLAG RAISED AT SCOTT PRESS WORKS

**Was Presented by Employes and Unfurled by D. J. Scott as Band Played**

From the Plainfield, N. J., Courier-News, April 19

The flag presented by the employes to Walter Scott & Co., printing press manufacturers, was raised to the top of the pole at 12:30 today, in the presence of the members of the firm and the employes. The flag was unfurled by D. J. Scott while the Dutch Arms Band, who kindly offered their services, appropriately played the "Star Spangled Banner." Walter C. Scott, in a speech of acceptance, said:

"In behalf of Walter Scott & Company, I desire to thank you for your generosity and patriotism in presenting us with the handsome flag. I feel sure that we will all derive great satisfaction from working under the Stars and Stripes, and we shall work for it when called upon.

"The flag represents a nation's sovereignty. That sovereignty can only be established by the affection in which the flag is held at home and the respect which it commands abroad. All that is sentimental in a nation can be found in the flag. It embodies the softest and the strongest emotions of a people.

Fluttering in the front line of battle, it pumps stamina into the drooping heart of the timid and swings him on to death or victory with a cheer.

"The colors of a banner carries a significance and have varied but little for centuries. Blue, and in some countries white, was the emblem for purity and innocence; red for valor.

"Today the National flag of the United States is older than the flag of Great Britian, Spain, France, Italy, or the flag of our present enemy. The author of the Stars and Stripes is not known, nor is the name of the person who suggested the shape and make-up of the flag. We do know, however, that on June 14th, 1777, the American Congress settled on the red, white and blue emblem.

"And so it stands today. Since that day the flag has been carried in every clime; it has floated on all the waters under the sun and surmounted the highest mountain peaks of the earth. It has never trailed in the dust or been dishonored and never has yielded to a foe. Today it represents all that is noble in humanity, progressive in civilization, and glories in liberty.

"Especially on this day of partiotic awakening we cannot but help be thrilled by looking on a brand new flag when we stop to recall for one moment its glorious past and realize that its immediate future is one of the most uncertain in its history."

C. E. Drange, on behalf of the company and their employes, thanked the Dutch Arms Band for their service in the matter.

## LEAD POISONING

Chicago, April 24, 1917.

National Printer-Journalist,
4614 Ravenswood Ave.,
Chicago, Illinois.

Dear Sir:—The enclosed information on "Lead Poisoning" to employees of printing establishments was read at a meeting of the Machine Composition division of this organization and it was thought that this article might be of some interest to your readers.

Yours very truly,
THE FRANKLIN-TYPOTHETAE OF CHICAGO,
P. Fennell, Acting Secretary.

From "Industrial Poisoning" by J. Rambousek. Translated by Legge, page 139:

Type founders and persons engaged in rubbing and preparing the type suffer. Introduction of type casting machines (Linotype, Monotype) has lessened the danger considerably."

"No lead fumes are developed as a temperature sufficiently high to produce them is never reached. In all the processes, therefore, it is lead dust which has to be considered."

From "Lead Poisoning and Lead Absorption," by Legge & Goadby, page 199:

**"Amount of Lead and Dust in the Atmosphere Breathed"**

"Lead fuses at 325 degrees C. and boils at between 1450 degrees and 1600 degrees C. It is volatile when heated to a cherry-red color—about 550 degrees C.

"Experiments carried out in the laboratory of a lead smelting works in London to determine the temperature at which leady fumes rise from the surface of open baths of molten lead, showed that unless pure lead is heated to about 500 degrees C., and at the same time stirred, no appreciable fume comes off, and that from lead, at the same temperature, under ordinary conditions, little or no lead in the form of oxide passes into the air."

Page 220:

"When a bath of molten lead is not stirred at all, it can be heated to over 740 degrees C. without finding oxide in the air aspirated—a temperature not obtained under ordinary working conditions.

Were there nothing else to consider but escape of lead fume from a pot, or bath of molten metal, obviously hooding over of the bath would be unnecessary until this temperature was reached. Usually, however, the bath is kept standing exposed to the air, the oxide which forms on the surface has to be skimmed off pediodically and whenever the ladle is emptied a small cloud of dust arises. * * * * And vessel, therefore, of molten metallic lead in which skimming is necessary, or in which chemical action gives rise to fume, requires a hood and exhaust shaft, even although the temperature is little, if at all, above the melting point—unless, indeed, a separate exhaust can be arranged for the removal of the dust immediately above the point where the skimmings are deposited."

From "Diseases of Occupational and Vocational Hygiene," by Kober & Hanson, page 610:

"Type Founding.—It was held for a long time that the old process of casting type involved exposure to lead and arsenical fumes, as the antimony frequently contains arsenic. This, however, according to Sternberg, is not the case as the melting point of lead is 326 degrees C. and the vapor is over 1000 dgerees C., the latter point is never reached in this process."

## INTERTYPE IN COUNTRY NEWSPAPER PLANTS

The Intertype Corporation is distributing a neat twenty page and cover booklet entitled "The Intertype in a Country Newspaper Office."

The booklet brings out the factors which make it possible for small newspaper and job printing offices to purchase a composing machine with the direct savings which such a machine effects.

Extracts from letters written by Intertype users are quoted to emphasize some of the points, and a number of small line cuts add to the interest of the copy and to the typographical effect. The booklet is itself a specimen of Intertype composition. Copies can be secured by addressing the Intertype Corporation's general offices, Terminal Building, Brooklyn, N. Y., or any of its United States agencies.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.

Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO ILLINOIS MAY 1917

The illustrated articles as to a few of the Minnesota cities, in this issue, are not only indicative of the informing, educative tour that is to be made and enjoyed by the National Editorial Association, but should prove instructive and inspiring to all newspaper editors and publishers, who are wise in ever having the development and improvement of their own cities or communities at heart. The cities of Minnesota and the great Northwest have made wonderful strides in the past fifty years and what they have accomplished above other cities should be an encouragement to all newspaper men to work for like or greater accomplishment at their homes. These cities have reached out for and used every local advantage and resource and improved every discernible opportunity. The citizens, as is strongly shown at Red Wing, have united their capital and labor to build up industries and all worthy institutions. In most instances, the home newspapers have pointed the way and led in the efforts for greater development and all possible improvements, with practical helpfulness and direction, constant urging and encouragement. Service has become more and more the mission of the home newspapers of America. Information as to what others have accomplished in the way of upbuilding is seized upon as the most valuable kind of news and is made highly entertaining. Experience has proved that there is nothing else read more, next to local events of importance, than the stories of travel by the editor or other representatives of the home newspaper. Fresh information as to conditions and the wonderful progress or the recognized opportunities of any city or region of America, is always of supreme interest to American readers and is greatly heightened, if the information is given by one who tells of what he has himself seen, observed and experienced. Let no one hesitate as to using stories as to the cities and country told about in this issue of the National Printer-Journalist. Do not hesitate to copy in full, or in part, with or without credit. Readers will be both greatly interested and benefited. Next to the knowing oneself, one's home or community, is the knowing of all parts of one's own country and especially as to the most worthy enterprises and attainments therein.

"Constructive community service must be desired above big circulations and a heavy advertising patronage if business success in the real sense of the word is to be won," said George W. Marble, editor of the Fort Scott (Kan.) Tribune, in closing a three day's lectureship at the department of journalism in the University of Kansas, recently.

The development of the dairying industry in and about Fort Scott thru the efforts of newspaper service is pointed to by Mr. Marble's colleagues in Kansas and neighboring states as an example of the "service" Mr. Marble advocates. A condensary costing $250,000 for the purpose of caring for dairy products is to be erected in Fort Scott. Three day lectureships by successful newspaper writers and publishers have been a feature of the work in journalism at Kansas this year. In three days the visiting editor not only has opportunity to meet all the classes in the department, but forms a personal acquaintance with the students, mixes with them at their work of getting out the Daily Kansan and gives them his "slant" on problems and methods.

Those who have preceded Mr. Marble this year are Charles Dillon, editor of the Capper Farm Papers; Charles M. Harger, magazine writer and editor of the Abilene Reflector; Fred Trigg, political writer on the Kansas City Star, and Leslie Wallace, editor of the Learned Tiller and Toiler.

Continuous advertising—"keeping everlastingly at it"—pays largest dividends but special announcements, with complete statements of plans, extent and history of a business, are valuable in making a deep and lasting impression—commanding wide attention, winning respect and helping the efficiency of the regular announcements.

The Elgin, Illinois, News has evidently proven the value of such announcements to one of the most prosperous business establishments of that city. The issue of the paper of April 26th contained a complete eight-page section telling, in text and illustrations, of "The Big Store of Ackermann Brothers."

The News states:

"This is the second time within five years that the News has been given the privilege of planning and printing a special section for this prominent firm.

"On October 4, 1912, The News planned and carried to completion what stands today as the record-breaking ad. for a United States retail store. Thirty-three pages of The News of that date combined one huge advertisement. Its record for bigness has never been equalled.

"The leading newspaper journals commented upon this large advertisement as a wonderful achievement. Letters in compliment were received from the large national advertisers and prominent advertising agencies of the country. The value to The News on account of being the Elgin paper selected is inestimable.

"It is gratifying to The News to again receive the privilege to plan a section for Ackermann Bros. It is

evidence of the value of The News to the advertiser, and proves that The News as a true newspaper, as a community-builder, and as a believer in fair play in newspaper publishing is rewarded by the special recognition given it by this firm—Elgin's largest retail establishment."

It should be noted that the News planned the advertisement. More and more is it coming to be the custom of enterprising newspapers to plan advertisements for advertisers and it is proving the most effective way of securing new advertising.

Merchants are too busy with purchasing and salesmanship, and many lack the training and ability, to plan effective advertising and it is up to the newspaper to lend a hand.

This store has been compelled to enlarge its building four times and is today four times as large as when it was established only twenty-four years ago, tho it was started in what was considered a most unfavorable location, and failure was predicted by well meaning men.

All this goes to show it pays to advertise. The store has not only outgrown all others but it has drawn business around it until it is surrounded by great business blocks and is the center of the best business section. The store has backed up and helped its advertising by correct business principles, of "better service, better merchandise and better values," based on all those improved business methods, known as modern; among the most important, trustful, informing, helpful advertising, and making good. Advertising will always do its part if properly and persistently presented, but it is up to advertisers by courteous intelligent, helpful salesmanship and the making good on all representations and promises. It may seem preposterous, but acting on the idea that customers are always right in their claims, has made many advertisers rich. The newspapers will win very greatly in permanent advertising patronage by educating advertisers in these modern, up-to-date principles of business and insisting that advertisers do their part toward making advertising effective.

## LET EVERY ONE DO HIS BIT BY KEEPING AT WORK

### War Will Not Stop Holding of Conventions

Fred Houser, Secretary of the Association of Convention Bureaus. Outlines Conditions

"Thru the Association of Convention Bureaus, of which I am Secretary, I have been for several weeks in close touch with the secretaries of bureaus in thirty-three of the larger cities, and all members of this association agree that we can do our 'little bit' by doing 'business as usual.' There have been no developments as yet that warrant the postponement of but few conventions.

"Conventions have to be held; they are necessary to the progress of the country, as they accomplish an end that can be brought about in no other way so easily or successfully. This is a time of patriotism, when the North needs to know and understand the South; when the West wants to stand shoulder to shoulder with the East. Acquaintance only can bring about this close relationship, and this knowledge of other sections of the country is best obtained by people from all sections coming together for business or pleasure.

"The members of the Association of Convention Bureaus do not advocate lavish entertainment at any time. Bodies holding conventions are realizing more and more that elaborate entertainment is a burden, undesirable and unnecessary.

"So we all have our work, and right now a large and important part of it is to 'do business as usual,' in so far as we are able. It is the duty of every American citizen to do his bit toward keeping business conditions in these United States as normal as is possible. Unwise and unnecessary retrenchments in its own way can do the country as a whole as much, if not more, harm than a limited food crop.

"This is a time when all sections of the country should stand close together and the programs of conventions should be arranged along patriotic lines."

## TWO HUNDRED FROM IOWA

The Corn Belt Publisher,
Dennison, Iowa, April 28, 1917.

National Printer Journalist
4618 Ravenswood Avenue
Chicago, Illinois
Gentlemen:

As Field Secretary of the Iowa Press Association I am publishing a newspaper men's magazine, The Corn Belt Publisher, and there has come to me several letters from the National Printer-Journalist which have been sent to members of the Association asking for information in regard to the attendance from this state to the N. E. A. in Minneapolis. As Field Secretary, I am endeavoring to enlist 200 members of the Iowa Press Association to attend this meeting and I am urging as many as possible to make the itinerary following the big convention. The Corn Belt Publisher is listing the names of all who will attend and I think that possibly we can give you a copy of this list for your June issue if you will let us know by that time what you want and if you will use it.

Yours truly,
G. L. CASWELL, Publisher.

## GETTING MORE OUT OF YOURSELF

Preparation for the work that is before a man has been preached for many years, but never before in the history of this country is the need for such preparation being more urgently advertised.

The surest way to realize your own participation in this nation-wide movement is to see if you can find means to make your own immediate work more efficient. So far as printers are concerned there is much to do.

There is a text in three pieces of advertising matter just issued by the Mergenthaler Linotype Company that every printer should heed.

One is a brochure of thirty-two pages—"Speed—How to Attain It." In its well-printed pages there is a wealth of suggestive and informing matter.

The second is a leaflet, "What You Should Know About The Distributor Box."

The third exploits one of the handiest tools that a printer can own—"as handy as a labor saving composing stick." It is a hand lead and slug cutter, cutting with ease leads and slugs up to 14 point and in lengths up to thirty picas.

A copy of any one or all these four texts will be sent upon request to readers of The National Printer-Journalist.

# Program and Itinerary of the Thirty-Second Convention of National Editorial Association

## By George Schlosser. Secretary, Watertown

To the Brethren of The Press:

THE Thirty-Second Annual Meeting of the National Editorial Association will convene in the city of Minneapolis on Monday morning, July 9th, at 9:30, in the convention hall of Hotel West, where headquarters have been established.

The war situation will in no wise affect this great gathering. While it is true that various organizations of a national character have abandoned their 1917 program, the National Editorial Association is not a spectacular display of pageantry, but a business organization, and the plans arranged for the meeting more than six months ago are peculiarly fitting at this critical period, and the outing for which such extensive arrangements have been perfected becomes a great factor of international concern between two governments ,and as I now see the possibilities will be one of importance affecting the relationship of the people of Canada and the United States.

We will therefore undertake to present in Minneapolis the greatest gathering of newspaper men and women ever assembled in the world. A patriotic meeting that will go down in the annals of history as an event of unusual significance. There is no more potent factor in promoting the sentiment of the people, and the press of this country will be conspicuous in the final adjustments that must follow a great world's war, and it becomes every one of us to learn and know more about our friendly neighbors to the north.

Before the date of this meeting it is expected that arrangements will be completed for the presence at the meeting of distinguished representatives of this and possibly other governments, and the final program so arranged as to give expression and profound consideration of the national problems now involving the nations of the earth. To be present at this meeting will mean a great deal to the United States and to Canada, and it is no breach of confidence to add that since the declaration of a state of war by this nation our Canadian cousins have been more active and insistent on our making a personal visit than ever before, and so I do not hesitate to say that this country as well as the nation will ultimately benefit by the sacrifice at this time, and I am therefore looking for the largest gathering of this character ever before assembled in all the world, and also one of the most historic. It should be made a patriotic pleasure for everyone who may be present.

### PROGRAM OF SESSIONS OF THE 32d ANNUAL CONVENTION NATIONAL EDITORIAL ASSOCIATION, MINNEAPOLIS, MINNESOTA-JULY 9, 10, 11, 12, 1917

**Monday, July 9th—9:30 A. M.**

Invocation—Past President B. B. Herbert, Editor National Printer-Journalist, Chicago.

Addresses of Welcome.

Response—Past President J. Clyde Oswald, American Printer, New York.

President's Annual Address—E. H. Tomlinson, Morristown, N. J.

Appointment of Convention Committees.

Schools of Journalism and Their Effects on the Publishing of Newspapers—Walter Williams, Past President of the National Editorial Association, President of the World's Press Congress and Dean of School of Journalism, University of Missouri, Columbia, Mo.

The Press and the School—George A. Hubbell, Ph.D., President Lincoln Memorial University, publisher The Mountain Herald, Harrogate, Tenn.

Reports.

Announcements.

Afternoon—Street cars to Minnehaha Falls and Lake Harriet, to University Farm for dinner and evening entertainment.

**Tuesday, July 10th—9:30 A. M.**

The Value of a Field Secretary—S. C. Goldwaite, President Iowa Press Association, Boone, Iowa.

From a Woman's Point of View—Bess M. Wilson, Redwood Gazette, Redwood Falls, Minn.

Getting General Advertising—N. A. Huse, Vice President American Press Association, New York.

Finding the Cost for the Ordinary Newspaper Office——J. Roy Williams, the News-Capital, McAlester, Oklahoma.

The School of the Newspaper Man—Laurence A. Rossman, Herald-Review, Grand Rapids, Minn.

Some Elements of Success of a Country Daily—W. W. Aikens, the Star, Franklin, Ind.

Making the Paper a Community Power—Joe Mitchell Chapple, the National Magazine, Boston, Mass.

Discussion (each speaker limited to 5 minutes).

Announcements.

Ladies will be entertained at the Walker Art Gallery.

Afternoon—Auto ride on boulevards.

**Tuesday, July 10th**
**7:15 P. M.**

Committee Meetings.

**8:00 P. M.**

Advertising from the Weekly Newspaper Standpoint—Charles H. Betts, ex-President New York Press Association, Lyons, N. Y.

Symposium: Plans for a Closer Union of State and National Organizations—Led by Alva A. Swain, Secretary Colorado State Press Association, Denver Colo., and Sam. P. Harben, secretary Texas Press Association, Richardson, Texas.

Report of Advertising Committee—James C. Morrison, Chairman, Morris, Minn.

Report of Committee on Home for Retired Editors, Writers and Publishers—Frank R. Arkens, chairman, New York.

Report of Legislative Committee—George E. Hosmer, chairman, Denver, Colo.

Discussion.

Announcements.

**Wednesday, July 11**
**9:30 A. M.**

Issuing a Successful Suburban Weekly—J. C. Brimblecom, Graphic, Newton, Mass.

The Shock Absorber for Newspaper Women—Mrs. Pearl Cashell Jackson, Texas Woman's Press Association, Austin, Texas.

Getting Advertising Through the Wisconsin Daily League —H. H. Bliss, secretary, Janesville, Wisc.

Political Advertising: What Can We Do About It?—O. M. Levang, Levang's Weekly, Lanesboro, Minn.

Where Are We Weakest?—Jason Rogers, Publisher New York Globe, New York.

A Field Secretary's Observations—G. L. Caswell, Iowa Press Association's Field Secretary, Denison, Iowa.

Country Correspondence, a Means of Securing and Holding Circulation—Charles F. Hackett, the New Era ,Parker, South Dakota.

Afternoon—Trolley trip to Minnetonka and boat ride.

**Wednesday, July 11th**

**7:15 P. M.**

Committee Meetings.

**8:00 P. M.**

Editorial Preparedness—Erwin C. Funk, Rogers Democrat, Rogers, Ark.

What Schools of Journalism Have Accomplished and Should Accomplish—Prof. W. P. Kirkwood, University of Minnesota.

Greetings from Kindred Organizations:

How We Can Coöperate—Frank J. White, Manager-Director, Agricultural Publishers Association, Chicago, Ill.

Working Together Along Community Building Lines—C. M. Johnson, President National Federation Implement and Vehicle Dealers' Association, Rush City, Minn.

Reports of Secretary and Treasurer.

**Thursday, July 12th**

**9:30 A. M.**

For a Field Secretary—F. O. Edgecombe, Geneva, Neb.

The Service Side of Newspaper Work—H. J. Blanton, President Missouri State Press Association, Paris, Mo.

As Seen by the Advertising Agent—F. H. Ralsten, Vice-President Wm. H. Rankin Co., Chicago, Ill.

Hints from the Field—R. G. Lee, Field Man, University of Wisconsin.

The Cost of Producing a Country Newspaper—E. K. Whiting, Journal-Chronicle, Owatonna, Minn.

Final Reports.

Election of Officers.

Announcements.

Afternoon and Evening—Guests of St. Paul.

Song-Leader—H. B. Sykes, Clinton Courier, Clinton, N. Y.

**Itinerary and Cost**

On Friday morning, July 13th, eight o'clock, from the Union Station, by special train over the Northern Pacific, the party will leave for a ten days outing trip covering Northern Minnesota and Northwestern Canada. The equipment for this occasion is provided by the Northern Pacific and will consist of solid steel, and each train will carry a baggage car, Pullman sleepers, Dining and Observation Car. Every convenience will be enjoyed with no overcrowding.

The following schedule will be observed:

| | | |
|---|---|---|
| Leave Minneapolis .... | 8:00 A. M. | July 13th |
| Arrive St. Cloud ..... | 9:40 A. M. | " " |
| Leave St. Cloud ..... | 10:10 A. M. | " " |
| Arrive Little Falls .... | 11:10 A. M. | " " |
| Leave Little Falls ..... | 11:40 A. M. | " " |
| Arrive Staples ..... | 12:40 P. M. | " " |
| Leave Staples ..... | 12:55 P. M. | " " |
| Arrive Detroit ..... | 2:15 P. M. | " " |
| Leave Detroit ..... | 3:15 P. M. | " " |
| Arrive Crookston ..... | 6:05 P. M. | July 13th |
| Leave Crookston ..... | 6:35 P. M. | " " |
| Arrive Grand Forks ... | 7:50 P. M. | " " |
| Leave Grand Forks ... | 12:30 A. M. | " 14th |
| Arrive Winnipeg ..... | 6:40 A. M. | " " |

Breakfast hour at Winnipeg, July 14th, 6:40 A. M. to 8:00 A. M., service aboard Northern Pacific Dining Cars.

**Tentative Itinerary West of Winnipeg**

July 14th—Entire day to be spent in the city of Winnipeg. The party will be conveyed by auto and trolley cars over the city, visiting all points of interest. A reception and other features of entertainment will be extended. At promptly 24:00 o'clock, midnight, over Canadian Northern, the Editorial Special will leave for the west.

July 15th—Arrive at Dauphin 7:00 A. M. As guests of this city devotional services will be observed. At 10:00 A. M. the special will continue its journey west.

July 15th—13:50 o'clock, arrive Kamsack, where party will be the guest of the city until 13:00 o'clock. Discrepancy in the hours caused by change of time.

July 15th—Arrive at Humboldt at 18:20 o'clock. Party will spend two hours here as guests of the city, leaving promptly at 20:20 o'clock.

July 16th—Arrive Prince Albert at 2:00 o'clock. Leave train promptly at 3:00 o'clock. Leave at 12:30 o'clock.

July 16th—Arrive at Saskatoon at 17:00 o'clock. Leave at 24:00 o'clock, midnight.

July 17th—Arrive North Battleford 6:00 o'clock. Leave 12:00 o'clock.

July 17th—Arrive Lloydminster 15:30 o'clock. Leave at 16:30. One hour stops will be made at Vermilion, and Vergreville with the time so scheduled that on

July 18th—Arrive at Edmonton at 6:00 o'clock. At this point cars will be turned over to the Canadian Pacific and at an hour not yet definitely fixed on the afternoon of the same day our party will arrive at Calgary.

July 19th—Arrive at Banff.

July 20th—Arrive at Lake Louise and Rogers Pass.

Spending the major portion of two days in this, the most picturesque and romantic spot in the Canadian Rockies.

July 21st—Arrive at Medicine Hat, and later in the day at Moose Jaw, dividing the day between these two cities.

July 22nd—Arrive at Regina. At this point our cars will be returned to the Canadian Northern. After spending a portion of the day at Regina we will be conveyed without stop by way of Winnipeg to our first stopping point in Northern Minnesota.

July 23rd—Arrive Warroad 10:00 A. M. One hour stop. Arrive Spooner 12:30 P. M. Two hours stop. Arrive International Falls 5:00 P. M. Five hours stop.

July 24th—The day will be spent at Redby, Red Lake, Red Lake Agency and Bemidji.

July 25th will be spent at Coleraine, Hibbing and Virginia.

July 26th will be spent in Duluth. Leave Duluth at 12 o'clock, midnight, reaching Minneapolis at 8 A. M. on July 27th.

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Because special features of entertainment have not been covered, don't think for a moment there will be any dull hours on your hands. I have been trying diligently to secure minute details but find that our good Canadian friends are working hard to keep us all in the dark and I therefore look for many pleasant surprises, besides at this early date details for some features of entertainment to be extended have not fully matured.

After reaching our own country again, am able to say that every city to be visited will have something different on its program. All co-operating so as to avoid duplicating and the whole itinerary will be full of entertaining and enjoyable if not novel functions with plenty of time for all to enjoy the offerings.

The details of the itinerary have been arranged with a great deal of care by Mr. Will Wilke, President of the Northern Minnesota Editorial Association, assisted by Vice-President Hotaling of the National and Hon. Geo. E. Erickson, of the Northern News, Spooner.

These gentlemen have had frequent sessions held at a great sacrifice of time and expense, and it is therefore my privilege to say that no program of such magnitude has ever before been presented to the National Association where the most minute details have been thoroly considered. It will not be possible for me to speak of the pleasure that will be yours on this outing. So many things never before thought of have been taken up and worked out so completely that I must ask you to accept my statement, and my assurance that you will never have occasion to regret either the time or the money required. To pause for a moment and make a few calculations will bear out my statement. Nearly five thousand miles of travel, and fourteen days of pleasure, with all expenses paid and only $85.00.

My early estimate of the trip was from $65 to $75. Since these figures were first compiled the time has been extended and the distance increased. The plan as now outlined contemplates the issuance of a coupon book, providing coupons for all items of expense, including the convention fee, all mileage, berths, meals on and off the train, porter service and every other legitimate expense, for a period of fourteen days, an average in reality of only $6 per day, the total much less than one half the ordinary expense. Add to this the many extraordinary features of expense, the comforts of a strictly modern home while out, and it may be reasonably safe to estimate that you are getting off for less than one third actual expense.

The schedule of the train, indicating all important stops briefly tells the story.

### Are You Going?

If so, here are a few details that should have your immediate attention. The equipment such as I have already referred to cannot be had on a moment's notice, and therefore advance reservations will be necessary and a deposit of $5 as a guaranty of good faith. This amount will be returned if cancelled ten days in advance of departure from Minneapolis.

In writing the Secretary, please include the names of members of your party, accommodations desired on the train, and your assignments can be made and all inconveniences usually incident to the rush at the last moment may be avoided. This does not in any way refer to those who have already made advance registration, as they are listed.

You can also materially aid the Secretary by forwarding your annual dues of $2.00. If you are not already a member, it is only necessary to remit the amount of the annual fees. All persons must be active members and square on the books, before any of the courtesies of the Association will be extended. Each person accompanying a member of this Association, over the age of twelve years, is required to pay a membership fee of $2.00. This is a provision of the revised by-laws.

### Special Rail Rates

At the time of the printing of this announcement, it has not been possible to obtain any eastern rail concessions and it is not expected that any inducements will be offered by any of the eastern lines, but it will not be out of place for you when purchasing your ticket to make an inquiry of your agent.

Delegates from Southern states will find a summer tourist rate to the Twin Cities in force at a considerable saving over the regular fare. Delegates from these states will please ask for these rates when purchasing their tickets.

Since the two cent passenger fare became universally effective, it's no easy job to secure further concessions.

### Hotel Rates

The West Hotel will be Headquarters.

**West Hotel**

| | |
|---|---|
| Room for one person, without bath | $1.00 to $2.50 |
| Room for one person, with bath | 1.50 to 3.50 |
| Room for two persons, without bath | 1.50 to 3.50 |
| Room for two persons, with bath | 2.50 to 4.50 |

**Radisson Hotel**

| | |
|---|---|
| Room for one person, with lavatory | 1.50 |
| Room for one person, lavatory and toilet | 2.00 |
| Room for one person, with bath | 2.50 to 5.00 |
| Room for two persons, with lavatory | 2.50 |
| Room for two persons, lavatory and toilet | 3.00 |
| Room for two persons, with bath | 4.00 to 6.50 |

**Dyckman Hotel**

| | |
|---|---|
| Room for one person, with bath | 1.50 to 3.50 |
| Room for two persons, with bath | 3.00 to 5.00 |

**Andrews Hotel**

| | |
|---|---|
| Room for one person, without bath | 1.00 |
| Room for one person, with shower bath | 1.50 |
| Room for one person, with tub bath | 2.00 to 3.00 |
| Room for two persons, without bath | 2.00 |
| Room for two persons, with shower bath | 2.50 |
| Room for two persons, with tub bath | 3.00 to 4.00 |

**Vendome Hotel**

| | |
|---|---|
| Room for one person, without bath | 1.00 |
| Room for one person, with shower bath | 1.25 |
| Room for one person, with tub bath | 1.50 |
| Room for two persons, without bath | 1.50 |
| Room for two persons, with shower bath | 2.00 |
| Room for two persons, with tub bath | 2.50 |

All rooms equipped with hot and cold running water.

All hotels here listed are operated on the European plan and all have first class cafes in connection where service is reasonable.

### Personal

There are some things which I must keep under my hat, but here are a few items of interest to you.

Bring your bathing suit. If you haven't one, get one, you'll need it.

A physician will be on the train the entire trip.

Ladies will be wise to provide a light wrap—gentlemen likewise.

Kodaks and cameras will be under Government military restrictions.

Our trains enter the Canadian country and return under bond thru customs service.

We expect to provide laundry service for those desiring it at usual charge for such service.

A National and International Associated Daily News Service will be provided on the train.

No cars will be crowded and the entire service alike to all.

If I have not been sufficiently specific, do not hesitate to write me. I am doing all in my power to make this the trip of your life, and I hope you will not be modest in calling on me for further information.

GEO. SCHLOSSER, Secy.

Watertown, S. D., May 1, 1917.

# Minneapolis, the Convention City

MINNEAPOLIS, the convention city of the National Editorial Association in 1917, furnishes one of the brilliant pages in the history of the growth of American cities. But little over half a century ago, it was an Indian reservation. Today it is the metropolis of a vast productive section of the Northwest.

Minneapolis has now assumed an added significance. The eyes of the world are turned to America, and especially to the Northwest from which will come in the near future a large part of the food to be used by the world. Minneapolis, the market center of this territory and the greatest milling center in the world, will play its part in the vital work of providing foodstuffs.

One hundred years ago, an outpost of the United States Army was established at the confluence of the Minnesota and Mississippi Rivers in the Northwest Wilderness. A few miles up the Mississippi are the falls of St. Anthony, so named by an early French explorer. Soldiers at Fort Snelling built a crude grist mill by the side of the Falls. From this beginning has grown, at first gradually and later with tremendous strides, the great milling and manufacturing city of Minneapolis.

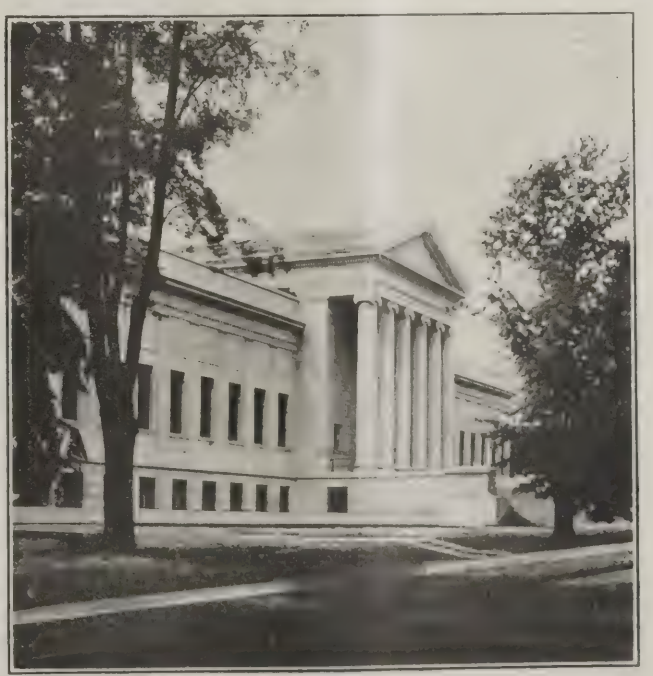
The City Hall is a structure built at the cost of $33,500,000 and is of Minnesota granite. It covers the whole of a city block. In it are housed the offices of the County of Hennepin and City of Minneapolis

Of particular interest to the men who publish the newspapers of America will this city be as the center of food production and marketing. The city has realized the responsibility thrown upon it, and is organizing itself and helping to organize the Northwest for the greatest productive year in its history. Of further interest will be the military preparations which are being made at Fort Snelling. The early outpost has been transformed into a modern fort and has been selected as one of the four posts in the country for the training of officers for the United States Army.

The productivity of the Northwest has increased every year since its settlement, and the consequent development of Minneapolis has been phenomenal. It now has a population of 363, 454, and with St. Paul, the other twin, forms a community of 600,000 people. On the site of the first grist mill, stand today the largest and most modern flour producing plants in the world. The growth of these mills has been accompanied by a diversity in industries in the city, and today a great variety of other products is following the trail blazed by the flour to all parts of the world. Around this industrial structure has grown a jobbing and retail trade of tremendous proportions.

Minneapolis sixty years ago was an Indian Reservation. Today it is one of the finest among American cities

While the growth of Minneapolis has been remarkable, its people, constantly reminded by the natural beauties of its environment, have not been unmindful of



Institute of Arts. $750,000 was raised by business men of Minneapolis in one evening for the erection of this building which houses a priceless collection of art treasures

# *The West Hotel*

*Minneapolis, Minnesota*

*Official Headquarters*

*National Editorial Association*

*July 9---12, 1917*

Ideal Convention Hotel. Largest Lobby in the World.
European Plan

*Rates:*
$1.00 to $2.00 without bath.
1.50 to 4.00 with bath.

Splendid Cafe in Connection
Stop at Headquarters.

the importance of developing a center of education and art. Within the city limits is the campus of the University of Minnesota, one of the largest and most heavily endowed institutions of higher learning in America. Its campus of over one hundred wooded acres contains over thirty large modern buildings which house the educational facilities for about eight thousand students. The public school system of Minneapolis, known as one of the most efficient in the country, has eighty-two modern and completely equipped buildings.

Instead of devoting all its attention to a single public library, Minneapolis has given every neighborhood direct access to this institution thru six principal branches and more than one hundred deposit and delivery stations. A special Business Branch, one of the first in the country, has been established in the down town district, furnishing municipal reference and information for the business men of the city. Minneapolis has a Symphony Orchestra supported by a guaranty fund by the business men of the city, and known as one of the finest orchestras of its kind in the world. A few years ago was opened the Minneapolis Institute of Arts containing a priceless collection of art treasures. The Walker Art Gallery, a private gallery constantly open to the public, adds to the cultural wealth of the city. Minneapolis has thus become the art, educational and cultural center of the Northwest.

Lake Calhoun has one of the finest inland bathing beaches in America, maintained by the Minneapolis Park Board. Minneapolis lakes are also used for boating, fishing and canoeing in summer

Gateway Park is located at the junction of the two main streets of Minneapolis near the railroad terminals. Its building typifies the hospitality of Minneapolis. In it are rest rooms and an information bureau for the use of visitors

A boulevard connects the many lakes and other attractive points in the Minneapolis park system. Fine residences have grown up along these drives

The devotion of the city to the out-of-doors impresses the stranger upon his arrival in Minneapolis. In the Gateway Park, which marks the junction of Hennepin and Nicollet Avenues, two principal down town streets, the visitor finds the first suggestion of the beauties lying beyond. The building with its outstretched arms typifies the hospitality of Minneapolis and is the starting point of the vast and attractive park system for which Minneapolis is famous. Wide, well paved, well lighted streets lead from the Gateway through the great retail and wholesale section of the city. Here the lamp posts and buildings are used for hanging gardens, a public project which has made the city famous for the beauty of its streets.

The park system is built about five large lakes and the famous Minnehaha Falls and includes about one-tenth of the city's area. Fifty-three miles of splendid boulevard connects these points of attraction and provides the most pleasing way for viewing the city. At the edge of the Loop District, is Loring Park, a beautiful wooded square of thirty-six acres and a small lake. Near that is the Parade.

From there the boulevard leads to the famous group of lakes, Calhoun, Lake of the Isles, Cedar Lake and Lake Harriet. At Lake Calhoun is one of the finest inland bathing beaches in America, and all of these bodies of water are used at all seasons of the year for out-door sports. The Minneapolis Park Board gives concerts at the pavilion at Lake Harriet, the showiest of Minneapolis lakes, to thousands of citizens every evening during the summer. Minneapolis is one of the few inland cities of America to afford such an abundance of out-door attractions.

# Don't Say Underwear---
# ---Say Munsingwear!

MUNSING WEAR is the mark of perfection in underwear. Every garment bearing the Munsingwear label is made under manufacturing conditions that are ideal. When you put on a Munsing Union Suit, you do so with the assurance that it is clean and sanitary, fit to wear next the skin. In buying Munsingwear you get garments that are guaranteed perfect in workmanship and material. Because of fine quality and unusual durability and washability and the perfect way in which it fits and covers the form, Munsingwear has received nation-wide endorsement. The magnitude of this endorsement is indicated by the magnitude of the Munsingwear mill and the number of Munsingwear garments produced daily. This year, a production of over 9,000,000 Munsingwear garments will be required to supply the demand from trade already established. Millions of the most discriminating men and women in America wear Munsingwear with complete satisfaction. The confidence of millions of people in Munsingwear quality, their faith in Munsingwear ideals, their satisfaction in Munsingwear itself, their continuous and repeated buying of Munsingwear, the daily proof of its superiority in actual use,—these are the things that have made possible the mill illustrated below.

The Munsingwear Mill

Minneapolis, Minnesota

Milling District on the banks of the Mississippi near St. Anthony Falls. Seen in the extreme right are the world's greatest flour mills. There are twenty-five mills in Minneapolis with a daily capacity of 85,850 barrels of flour. The grain elevators of Minneapolis have a capacity of over fifty million bushels.

Old stone tower at Fort Snelling. This old stone tower built in 1820 was one of the first outposts of civilization in the Northwest and a refuge for the early pioneers

Many palatial summer homes are found on the banks of Lake Minnetonka, a beautiful body of water but a few minutes' ride from Minneapolis by motor or trolley

Minnehaha Falls made famous by Longfellow in his "Songs of Hiawatha" is located in the center of a beautiful wooded glen and natural park of over one hundred and forty acres. The banks of the Mississippi Gorge nearby are also part of this system and lead to Fort Snelling, a short distance below where the old Round Tower of the pioneer army post still stands.

Minnesota has ten thousand charted lakes providing as fine recreational facilities as are to be found in the country. Many of these are within a radius of a few miles from Minneapolis and can be reached by trolley.

For many years Minneapolis has been host to thousands of summer tourists coming here by automobile or rail. This annual influx has lent stimulus to the building of splendid hotels and cafes which are now found here.

Club life in the city is not neglected, and there are a number of fine clubs down town and near the lakes.

Minneapolis looks forward to the visit of the National Editorial Association. It feels that the things of interest and beauty which it has to show are worthy of this important meeting of newspaper publishers of America.

INTERIOR OF A CONSERVATORY

## "THE LINOTYPE LINE"

A singularly attractive piece of advertising literature has been issued by the Mergenthaler Linotype Company, under the title of "The Linotype Line—The All-Slug Route to Profit," the format, tints, colors and lettering simulating a railroad folder.

The design on the cover is in colors. The illustration represents a long array of Linotypes in action in a printing plant. The draughtmanship is good, and the entire production is of that attention-demanding character which distinguishes the best efforts of the artist.

The accordion fold used for the interior pages, sustains the title of "The Linotype Line"—the various models presenting a most interesting procession with their particular qualities specified, serving to carry conviction that "The Linotype Line" is "the Only Way" for the printer to get to his destination—"Prosperity"—with satisfaction and dispatch.

# St. Cloud, "The Granite City"

ST. CLOUD, famous for its beautiful red granite and recognized as one of the largest granite producing centers in the world, is located on the Mississippi River, the chief city of the rich agricultural section known as Central Minnesota. It has a population of approximately 15,000 and is the county seat of Stearnes county, the fourth county in wealth in the State and first county in the State in the production of butter. Its creameries and its stock and dairy farms are annually producing millions of dollars and making wealthy their owners. Stock farms of interstate fame are located in this county. It is known as the home of the world's prize-winning Clydesdales, and its Shorthorn and other blooded stock are always among the list of prize-winners at the great State and national stock shows. There has never been a crop failure in Central Minnesota since the virgin soil was turned by the pioneers. Agriculture, therefore, until very recent years, has been the chief pursuit and the means of piling up over $12,000,000 in the deposits of St. Cloud and Stearns county banks, which reflects in part the highly prosperous condition of its inhabitants. It

Quarry at St. Cloud

has only been in recent years, that St. Cloud has become a manufacturing city.

Two power dams and a third about to be built across the Mississippi River furnish abundant cheap power. Two transcontintal railways, the Northern Pacific and the Great Northern, each with direct connections to the Great Lakes at Duluth, afford excellent transportation facilities. Cheap power, good transportation and intelligent labor make it an ideal manufacturing town. During the past year, the largest monumental granite works in the world have been established in St. Cloud. It is the home of the Pan Motor Co., a $5,000,000 corporation. The annual granite output is close to $1,500,000. The Great Northern car shops here employ over 1,500 men. There is located here one of the largest and best print and book paper mills in the country. There are numerous smaller manufactories, such as flour mills, brick making plants, iron works and foundaries, and wood working factories, broom factories and blank book manufactories.

The post office receipts are considered the most accurate barometer of the growth and advancement of a community. In 1911 the St. Cloud post office receipts were $31,794; in 1912, $32,591; in 1913, $36,677; in 1914, $41,438; in 1915, $49,172; in 1916, $52,471. This is an increase of 18 per cent annually for the past four years, which is three times the normal average of United States post offices.

Granite Column in Lathe

The city of St. Cloud, while one of the oldest in the State, has only recently taken advantage of its wonderful resources and great opportunities. There has been a great awakening of community pride and civic spirit which resulted recently in the adoption of the commission form of city government. As a result there have been marked municipal improvements. It has now beautiful paved streets, a fine residence section and is developing a civic center and modern business section.

As a place for a home it is unexcelled. Splendid educational facilities are provided in a new Technical High School, the finest of its kind in the northwest; in a Normal school, the largest in the State with an annual attendance of over 600; many fine grade schools and three large parochial schools. There is also located here what is called the St. Cloud Institute, having all the features of a Y. M. C. A. building but on a large and more extended scale.

Beautiful lakes without number reached by good roads make this section of the State a recreation and play ground for the automobilist. Largely because of this, three continental motor routes pass through St. Cloud, the Jefferson Highway, the Red Trail and the National Park Highway.

Members of the National Editorial Association will be interested to know that the Times and Journal have been published in St. Cloud continuously for 56 years, first as weeklies, and for the past 25 years as dailies. Der Nordstern, a German paper, has been published for more than 35 years. There are also located here two large printing establishments, the Security Blank Book & Printing Co. and the Fritz-Cross Co., which do an extensive business thruout the northwest.

Watab Pulp and Paper Mill, St. Cloud, Minn.

# St. Cloud
# "The Granite City"

**FAMOUS for its beautiful Granite and the world's largest Monumental Works**

Located in the rich agricultural section of Central Minnesota, St. Cloud also possesses numerous advantages as a manufacturing center. Power dams across the Mississippi furnish an abundance of cheap power which is utilized in more than forty granite quarries and works with an annual output in monumental and building stone amounting to nearly $2,000,000. The power is also utilized in the manufacture of print and book paper, flour mills and numerous small factories. There are more than twenty churches in the city, splendid schools, both parochial and public, the largest Normal school in the state and a new Technical high school, the finest of its kind in the northwest. The municipal affairs of the city are administered under the Commission form of government. St. Cloud is an ideal city in which to live. Information about St. Cloud, its advantages and opportunities will be cheerfully furnished on application to

ST. CLOUD COMMERCIAL CLUB,

St. Cloud, Minn.

# Detroit, Minnesota

## Inland City of 5,000 Population—Geographical Center of the Famous Park Region—Summer Playground for Thousands of People from Every Section of the United States.

WITH unexcelled transportation facilities and unsurpassed natural resources, Detroit is generall recognized as Minnesota's resort headquarters—rare opportunities for boating, bathing, fishing, rest and recreation.

Detroit is a clean, progressive little city of 5,000 people, situated on the main line of the Northern Pacific, 200 miles northwest of St. Paul; 47 miles east of Fargo, N. Dak.; 237 miles south of Winnipeg, Can.; and 1,400 feet above the sea. The Winnipeg branch of the Soo Line also passes thru the city, giving a train service as a whole that is not excelled by any similar small city in the great northwest.

The city is built practically on the shores of Detroit lake, and surrounding the city are numerous lakes of undeniable charm and beauty, all having delightfully sloping beaches of the finest white sand, where one can usually walk three hundred feet into the lake without being over the head in water; thus making bathing very safe for children as well as adults.

It was some twenty-five years ago that the advantages of this place were first made noticeable, and since that time hundreds of thousands of people from all sections of the globe have visited Becker County and her lakes (over 500 in number and containing an aggregate water surface of 90,000 acres), and among them have been many capable of putting into printed words the rhapsody with which they viewed the wonderful and beautiful works of the Divine Creator as exemplified in the cool, clear lakes, the swift flowing rivers, and the long avenues of shady trees under which the toil and worn and world-weary people of other lands could obtain rest, enjoyment and recuperation.

People have come, loitered through one or more summers, and gone away enthused with the locality and its advantages and reimbursed with that physical and mental force ever so bounteously bestowed by Nature from her inexhaustable supply. These people have told others, and so the story has been told o'er and o'er until now where there were first dozens and then hundreds, there are thousands—and the number constantly increasing.

In and around Detroit there are more than three hundred lakes in which fish abound in unlimited quantities, and upon practically all of which there are numerous summer homes. The territory has fifteen large summer hotels where accommodations of various kinds may be obtained, from the modern, European plan hostelry, to the more primitive farm home where service is of the kind "like mother used to make." Particular indeed must be he or she who cannot among all these find that place and service of which they often dreamed and never hoped to realize.

Detroit is the central point for all this tourist business, and from the city many delightful drives radiate in every direction, and this, together with the firm, sandy roads, makes motoring a pleasure not to be excelled in any other sections of the United States. The city has an

One of the Delightful Drives

Does this appeal to you?

efficient organization known as the Detroit Business Men's Association through which all matters of a commercial or social nature are promptly handled, and inquiries may be addressed to H. S. Erickson, president; or D. F. D. Campbell, secretary.

The slogan which has been adopted for the city and county is "Make Detroit Your Summer Playground," and that it is an appropriate suggestion is amply testified to by the ever-increasing number which accept the embodied invitation each year.

Space forbids elaborate mention of the hotel facilities, the churches, the variety and excellence of the fishing, the work of fish propagation being carried on by the state hatchery, the extremely moderate rates at which service of every nature can be secured; and indeed, all the information usually sought by the man or woman who is seeking the ideal vacation place.

It is the hope and wish of the Detroit Business Men's Association to take full advantage of the brief time allowed them when the National Editorial Association tour stops here on July 13th, 1917, from 2:15 to 3:15 in the afternoon, and with several hundred automobiles escort the editors over as much of the contiguous territory as possible.

The plans briefly include a drive to Shoreham, the principal resort and five miles from Detroit, over the regular route; swinging back to the city over the state highway via Munson Lake and the State Fish Hatchery, with a drive up the East Detroit Lake Boulevard—if time will permit.

Young America at Detroit Beach

A Two Hours' Catch of Gamey Bass

One of the Many Beach Scenes

The committee in charge will be able to answer questions pertaining to features not here set forth, or advance information may be secured by addressing the gentlemen whose names are given above.

"Ah! Life would be a pleasant dream
If one could sit beside the stream
With rod in hand at early dawn,
No comrade but a demijohn,
(The latter filled with lemonade) —
To sit there in the drowsy shade;
What higher bliss could mortal wish?
Ah! Let us go and fish and fish!"

# Bemidji, "The Magic City of the North"

TWO hundred and thirty miles north of St. Paul, 167 miles to the west of Duluth, on the shores of one of the most beautiful lakes in the great northwest beckons "The Magic City of the North"—Bemidji.

From a forest of virgin pine, balsam, birch, maple and every variety of wood known to the north, in the brief span of twenty years has Bemidji developed into a modern city of 9,000 rugged, prosperous and progressive inhabitants, with every modern convenience known "back home" available, and facing the year 1917 with over $500,000 additional improvements in plain view.

Named for Chief Bemidji of the Chippewa Indians, so honored as the friend of the white man, Bemidji offers not the slightest apology to any city in the United States. Nature created the site of the "Magic City" and those who came wrought with their brawn and brain the transformation which has entitled the name of which she is justly proud.

Bemidji, Beltrami county, the hub of North Central Minnesota, is the logical center of one of the most active and prosperous sections of the entire country. In a paradise of Nature's handiwork she is available by the Great Northern, Grand Forks, Duluth and Sauk Center railway lines, the Winnipeg-Chicago line of the Soo railway, the Minnesota & International line of the Northern Pacific, and the Minneapolis, Red Lake & Manitoba railway, giving the tourist, the traveler and the business world the service of twelve passenger trains departing and twelve passenger trains arriving, besides seven accommodation freight trains that carry passengers coming and going, a total of nineteen trains in and out of the city each day.

Bemidji covers an incorporated area of twelve square miles and its altitude is 1,400 feet above sea level. It is thru Bemidji that the great Father of Waters passes, thirty-five miles from its source, into Lake Irvin, into its sister, Lake Bemidji, thence bidding good-bye as it goes on and on southward to play its important part in the nation's commerce and being. On Lake Bemidji, besides the beautiful city, framed in a setting of green with the shimmering silver birch adding its touch of adornment, are many summer resorts, colonies and cottages, the equal of any. Within a few miles, thru delightful scenic drives and saddle routes are many, many lakes surrounded by nature's grandeur, including Lake Itasca and the famous State Park, the source of the Mississippi.

Add to the excellent boating, fishing, bathing, golf grounds, the accommodations in service, nearness to every convenience, the purest and most healthful air one ever breathed, might not the pertinent query be made, "What else and where?"

Bemidji is the county seat of Beltrami county. It has paved streets, electric lights, artesian water, motor fire fighting equipment, sewers, concrete sidewalks, parks, a lake shore drive of twenty-five miles, one of the most beautiful imaginable; handsome churches of all denominations, large modern school buildings, Carnegie library, modern department stores, three banks with over $2,000,000 deposits—including postal savings—modern depots, modern hotels, large manufacturing industries, such as lumber mills, box and crate factories, pole and tie manufacturing, shim and lath plants, machine shops, brick plant, creameries, wholesale houses, distributing depots, large garages, among the largest in the state, a thoroly wide awake Commercial club with handsomely appointed quarters, full salaried secretary, and anything and everything that goes to make a community such as Bemidji.

Bemidji is the site of a proposed $250,000 state normal school, the site has been purchased and the bill allowed for a new $65,500 federal building, the site has been purchased and the money in hand for a new $25,000 naval militia armory, a new $35,000 Elk temple is being completed, a new $40,000 Odd Fellows' temple is to be commenced this summer, a new $35,000 grade school building will also be built this summer, several new brick business houses are awaiting the opening of the building

Birchmont Beach Hotel, Bemidji, Minn.

Scene at Bemidji, Minn.

season, many other improvements are also awaiting the season's opening, while manufacturing plants will make important improvements, some of which are already under way, and a casual survey of what actually is in sight totals over a half million dollars.

Bemidji is a saloonless city. It is in saloonless territory, in what is known as government territory, so designated on account of Indian treaties. Thirty miles to the north is the famous Red Lake, the largest body of water wholly within any one state of the Union. It is the home of the Red Lake Indian agency, the Chippewa tribe, where the hand of civilization has taught them the arts of agriculture.

Surrounding Bemidji is one of the most productive farming sections in the United States. It is one of the greatest potato growing centers in the country. Alfalfa and corn are produced in great quantities, clover thrives, wheat, oats and hay do splendidly and dairying is one of the chief moneymakers for the farmers. For farming purposes no soil is better adapted and the low prices are attracting large numbers of farmers from other states to this section of Minnesota.

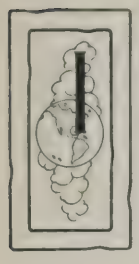
The people of Bemidji are all from "somewhere." They are the "live ones" from the metropolitan centers, the smaller cities, towns and villages from thruout the United States. The "pioneer" is still a young man; the rapidity of the growth of the city has been caused by the yearly coming of other "live ones" who comprehended what it all meant. The people of Bemidji are of a high order of intelligence, a warm hearted, red blooded, full of determination, proud of their home city and are holding out their hands with a hearty whole-souled "Welcome."

Douglas Lodge, Itasca Lake State Park

ON THE BEACH

# NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



T AFFORDS ME pleasure to announce that I lately received my copy of the American Type Founders Company's supplementary catalog of new type faces, borders, ornaments and brass rule, produced since the publication of the big specimen book of some five years ago, and I freely confess that much genuine pleasure and profit were experienced on looking thru its handsome, perfectly impressed pages.

As I sat pondering over this beautiful creation, I got to thinking that the study of such a book surely ought to prove as valuable for printers as any of the literature produced for members of their calling. Personally I found it both inspiring and educative.

Practically every other page of this handsome catalog contains representations of perfect jobs, ads, booklet pages, newspaper headings, etc., the excellence of many of which is enhanced by printings in two and three soft color combinations on stock of various harmonizing tints and sorts of finish, so that, withal, there is offered a delightful array of practical printing perfectly well done.

It might be supposed, naturally, inasmuch as these specimen books are produced under ideal conditions, that, therefore, the styles and examples of typography exploited within their pages are impracticable as applied to the everyday work of the ordinary shop; but I can truthfully attest that I found nothing in all of this American supplement which could not be carried out to a greater or less degree of success in the average printing office.

It may be that the average printer in the ordinary print shop could not acquire exactly the degree of perfection in all details of the work which have been attained by the makers of this catalog; but, with such materials as the average compositor may have at hand, he can at least attempt to imitate the exquisite examples shown therein and thus improve both his taste and his product.

The styles of typography shown in this booklet are, of course, strictly up to date, and, by the way demonstrate most agreeably the heights to which the modern art of printing has attained; yet in no instance have I detected anything which could be defined as elaboration. On the contrary, in the creation of this book the keynote has been "dignified simplicity," thus rendering imitation as suggested most practical and desirable.

Two most valuable lessons, it seems to me, are to be gained by the printer who conscientiously studies the specimen pages of this American catalog, namely, the advantage of strong, simplified display and massing, that is, the separation of portions of each ad, or job into masses or groups by means of liberal masses and margins of pure white.

In my several years of critical study of specimens of printing I have learned that these two features more than anything else, when present, distinguish the work of the efficient, intelligent compositor from that of the inferior workman.

In conclusion, allow me to confess most assuredly that I appreciate the fact that the object of the American Type Founders Company in publishing this supplementary catalog is to sell more American type faces and material, but in order most readily to accomplish that purpose, the successful aim of its makers has been to demonstrate how extremely adaptable their types and materials are to the everyday uses of practical printing, and in this last respect does this catalog become an invaluable text book for all who wish to perfect themselves in the art of modern composition.

✧ ✧

Ferris, Texas, April 2, 1917.

Mr. O. Byron Copper,
DeSoto, Wis.

Dear Sir:—Am enclosing herewith copy of ad which appeared in this publication recently. Having never sent in any specimens to the National Printer-Journalist, I would like to have this ad criticised, providing you can spare enough of your valuable space and think the ad merits same.

Truly yours,
THE FERRIS WHEEL,
Per A. A. Weatherford.

In the foregoing letter, Brother Weatherford refers to only one advertisement, whereas I have received two specimens, either one of which is worthy of reproduction and comment herewith; hence I am showing both of them in exhibits 1 and 2. The first specimen is certainly a very good one, revealing in its perfection of display, well balanced layout and neat treatment in detail, that its creator has grasped well the principles of correct composition. He has a perfect knowledge of spacing—by which I refer as much to the amount of white inserted between lines as to that between words; and to margins and masses of white space—a knowledge which to some of our best compositors is

SPRING OPENING

AND FASHION REVIEW

Two Days of Special
Display of Women's Wearing Apparel
Friday and Saturday, March 16 and 17

Placing Before You in Large Assortments the Choicest Styles for the New Season

Attend This Opening Display of Spring Fashions Friday and Saturday
Coats, Suits, Dresses, Skirts and Waists in New Modes Will Greet You

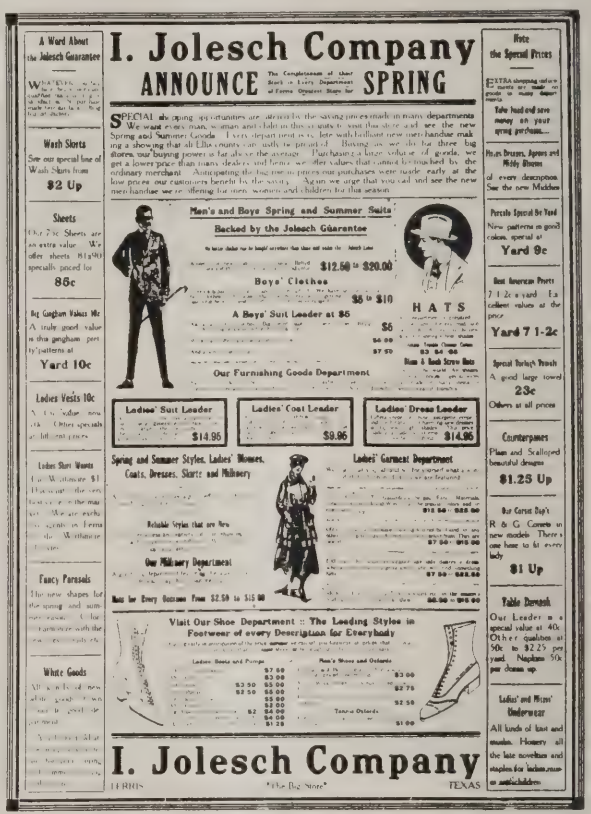
MILLINERY OPENING
Friday and Saturday, March 16 and 17

Announcing Our Readiness to Show How Millinery Modes for Spring

FERRIS MERCANTILE COMPANY
FERRIS "The Store of Quality" TEXAS

1

a sort of "sixth sense," whereas to other so-called printers it is a trick which forever eludes them. I have but a very few suggestions to offer to make this ad a perfect specimen for all practical purposes, and the first of these is the elimination of the two Jensen ornaments from the ends of the topmost panel. The second suggestion is similar: Omit the underscores from both the upper and the lower date line. The second specimen, because of its greater size, was a more difficult thing to handle, yet on close inspection, I think all good judges will agree with me that the compositor acquitted himself here with equal credit. This ad is very nicely treated, particularly in point of layout and display. Perhaps a necessity to use the 18-point Cheltenham in the two side panels precluded the allowance of the wider side margins, which would have been desirable, but there is no excuse for the bold underscores in connection with the lines, "Men's and Boys' Spring and Summer Suits Backed by the Jolesch Guarantee." I also note the omission of several


I. Jolesch Company
ANNOUNCE SPRING

Men's and Boys Spring and Summer Suits
Backed by the Jolesch Guarantee

Boys' Clothes

A Boys' Suit Leader at $5

Our Furnishing Goods Department

HATS

Ladies' Suit Leader $14.95
Ladies' Coat Leader $9.96
Ladies' Dress Leader $14.95

Spring and Summer Styles, Ladies' Blouses, Coats, Dresses, Skirts and Millinery

Ladies' Garment Department

Our Millinery Department

Visit Our Shoe Department :: The Leading Styles in Footwear of every Description for Everybody

I. Jolesch Company
FERRIS "The Big Store" TEXAS

2

apostrophes from words used in the possessive case, and I object to the use of the comma after the word "Ferris" in the last line.

✧ ✧

Minden, Nebraska, March 22, 1917.

O. Byron Copper, De Soto, Wis.

Dear Sir:—We are placing your name on our mailing list this week as we are a new subscriber to your valued magazine in order that you might criticise our little sheet. Tear it limb from limb and stick a pin into every place that needs our attention We want to know every little weakness about our publication and would greatly value your opinion.

Under separate cover also we are mailing samples of forms used in this office and some of the work lately turned out in our job department.

Most of our job printing and advertisement composition is designed and executed by our foreman, George W. Barinard, a young man of twenty-six years; the owner and publisher of the Courier is Edwin Richmond, the father of the writer and who has been with the paper since its establishment in 1890 as the "Workman." Our linotype operator, Mr. Hines, has been until a year ago, when we engaged him, a journeyman printer and has developed considerable skill upon the machine (a model fifteen). Both Mr. Pressly and Mr. Fetter, the reporters on the staff, are young men not yet of age, while, I am, myself but twenty, and have been holding down the position of editor of the Courier for two years April first.

Hoping to see a criticism of this work and the paper and trusting that you will not gather from this letter that I am all hot air, I beg to remain,

An interested reader of the N. P.-J.
LEE A. RICHMOND,
Editor, Courier.

The above subscribed brother has sent me a very interesting bunch of matter for examination, besides, as he intimates, having put me on the regular mailing list. Doubtless consideration of some of this matter would more appropriately come under other departments in this journal, but as the greater part of it pertains to the newspaper business itself, it is therefore not out of place here. The first thing I shall compliment the Courier force upon is their extremely tasty and well printed stationery. Samples of this should by all means be sent to the job work review editor, so that it may be given justice and reproduced in these columns for the edification of others. The same is true also of the neat little labels, statement heads, circulars, etc. The various blank forms submitted show that the Courier office is not without up-to-date system and modern business management and method. Two of this budget of forms have particularly interested me. One is a blank to be handed to correspondents, for securing all desired information in case of weddings, and the other a similar form for the same purpose in case of deaths. On January 1, 1917, the Courier began the practice of paying correspondents for all manuscript used, at so much per inch. Following is a quotation of the information furnished by this paper to advertisers on its rate card, which is printed on a regulation government postal card:

"The Paper With a Circulation."
THE MINDEN COURIER
Minden, Nebraska

Established in 1890. Democratic. Eight pages and all home print. Official paper of both city and county. Population—City, 1,800. County, 12,000. Sworn circulation from January 1st, 1916, to July 1st, 1916, 1,290, net, bona fide, paid in advance.

Published every Thursday. Forms for display advertising close Tuesday night; readers, Wednesday; news, Thursday. Six columns to page, each 13 ems by 19¼ inches. Can use electros, plates or stereos, but cannot use mats.

DISPLAY—Electro or plate, inch.....12c
Hand-set ad, inch.....18c
Second Insertion, inch.....15c
READER—(6 words to line).....5c line
Black face .....7½c a line
Want ads.....½c a word

First page position double price with minimum of $5.00 each insertion. We reserve the right to reject any advertisement. This protects you, too.

We get the news while it is news. Have a large staff of correspondents; keep up a live editorial page, and employ the best of ad compositors.

Please Destroy All Previous Rate Cards

I consider this a creditable rate card. It gives about all the information necessary, unless it would be the mention of the chief occupation of the folks within the paper's field. As for the Minden Courier itself, I am happy to say that it is one of the best all-home-printed, six-column quartos with which I have lately been favored.

The front page reproduced herewith as exhibit 3 is a fair sample of what that page of

The Minden Courier

McCUE BROS WIN COUNTY COURT CASE

DAILY FISHER MATCH TO BE STAGED HERE

News Snapshots Of the Week

SOCIAL HAPPENINGS

3

the Courier looks like each week. I offer my compliments to the makers for the sane art displayed in the make-up—the neatness of the headings and the fine balance achieved. The whole of the contents of this sheet are excellent. The editorial page is a veritable gem, full of pep and patriotism, and the local news field is well covered both by the office reportorial force and an able staff of correspondents. Only one suggestion have I to offer as a means of improving this otherwise excellent paper, namely, the adoption of this department's ideal method of make-up which is as follows: Place all ads to the right hand side of the page, and at the bottom, instead of at the top of the col-

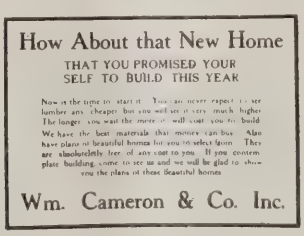
umns; beginning with the largest ad in the lower right-hand corner and graduating toward the top, so that, when done, all the column tops will be reserved to the reader; and, if half the page's space is given over to advertisers, it will be that half below a line drawn from the upper right-hand corner to the lower left-hand corner. Before closing with this very interesting and creditable contribution I must offer a word or two of praise to the boys who set the advertisements, most of which I find to be reasonably well done—but I shall have more to say on this point in a future installment.

✧ ✧

I am now looking at a copy of the Hennepin County Rural Messenger, and, while I do not wish to be insulting, I cannot refrain from stating that, in point of contents, at least, it is a very "bum affair." This sheet is well printed and fairly well made up, but the lack of local news, and preponderance of plate, leave little to be commended. I appreciate the fact that at the time this issue was published St. Louis Park was piled sky high with snow, which shut out all traffic and doubtless tended to curtail news creation, but no man should be running a newspaper who has not the ability and energy to create his own news in emergencies like this. The condition itself is subject sufficient for an important story and a fertile brain is susceptible to numerous suggestions growing out of just such unusual circumstances.

✧ ✧

Jerry Dalton is an old friend of this department. He used to live at Estelline, Texas, and run the News at that place, and maybe he lives there still, for a copy of the News at hand shows that he is still proprietor, but I surmise that his home is now at Memphis, Texas, drawing


How About that New Home

THAT YOU PROMISED YOUR SELF TO BUILD THIS YEAR

Now is the time to start it. You can never expect to see lumber any cheaper but you will see it very much higher. The longer you wait the more it will cost you to build. We have the best materials that money can buy. Also have plans of beautiful homes for you to select from. They are absolutely free of any cost to you. If you contemplate building, come to see us and we will be glad to show you the plans of these beautiful homes.

Wm. Cameron & Co. Inc.

4

my supposition from the fact that the Memphis (Texas) Democrat, a copy of which also lies before me, also has the name of Jerry Dalton at its column-top as publisher. And I rather think that Memphis is Jerry's headquarters, because the News, if my memory does not fail me, was formerly, in respect to typography, at least, a much better paper than it seems to be at present—more like the Democrat, which is considerably the better sheet of the two. I wish the brother had sent some little word of explanation along with these papers, so I could write more intelligently, and not waste so much valuable space in idle speculation. Just to reveal what a neat, attractive and newsy front page is put up on the Memphis Democrat, I reproduce it as exhibit 5. Contents thruout are generally good, the advertising abundant,

The Memphis Democrat

GET READY TO HELP ORGANIZE THE HALL COUNTY FAIR ASSOCIATION

NEW OX-BOW BRIDGES OPEN FOR TRAVEL

NEGRO VISITS TOWN DEPARTS HURRIEDLY

The County Has Bought the Grounds, Memphis Has Raised $2,000 Bonus, and the Park Board Will Spend $400.00 in Beautification

ORGANIZATION TO BE MADE AT ONCE

Every Man In Hall County Should Subscribe for Stock, and All, Boys and Girls Included. Must Boost for the Fair

HUSBAND ACCIDENTLY SHOOTS HIS WIFE

TEXAS GUARDS ARE RECALLED FOR SERVICE

MITCHELL FOR COMMISSIONER

STATE EXAMINATION SCHOOL TEACHERS

CHINESE PREXY IS FOR SAFETY FIRST

HOLD SIMULTANEOUS REVIVALS

AT THE BAPTIST CHURCH SUNDAY

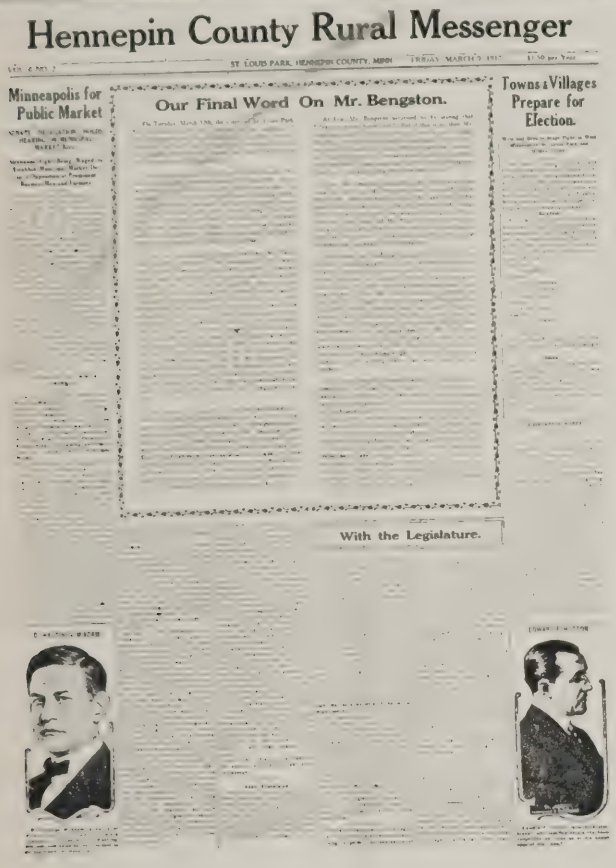
5

and this latter treated in a good, serviceable way. Exhibit 4 is a creditable advertisement from this publication.

✧ ✧

I am in duty to my conscience bound to add that deeper in the pile of papers received for review this month, I have found additional copies of the paper "roasted" in a paragraph above, namely, the Hennepin County Rural Messenger, and am pleased to note that they are all considerably better in the point complained of than the one copy first examined. The front page of one of these more lately discovered Messengers I am showing as exhibit 6. This will be conceded a neat, attractive page, notwithstanding the disagreement in head styles, the faulty date line, etc. Editor D. C. Martin (that's the proprietor of this specimen)

proves to his reader, in these editions, that he has a fertile mind all right, but it runs more to the heavy problems of political economy and politics, I ween, rather than to gathering of the news. Notwithstanding this his head seems pretty level—particularly inasmuch as he seems to lean toward the Single Tax—and confines himself largely, if not exclusively, to local questions, still this idea of devoting one's paper preponderantly to these topics, to the exclusion of the news, has never met with my approval. Giving of the news should be the first consideration of every newspaper. Yet I must concede that Brother Martin presents real news in


Hennepin County Rural Messenger
Minneapolis for Public Market
Our Final Word On Mr. Bengston.
Towns & Villages Prepare for Election.
With the Legislature.

6

much of his political dope, and possibly, yea, very probably, the Messenger is fulfilling its mission. In the March 2 issue it is announced that a thoro newspaper man has been engaged, that the Messenger will hereafter be published regularly each week, and an earnest appeal for support from the people is made. It is hard to review these papers when one has to do so much guessing as to real conditions. Contributors could aid me a great deal by accompanying their specimens with letters of introduction and explanation.

✧ ✧

In exhibit 7 shown herewith we have an old-fashioned newspaper. As proof, note the ads on the front page, the manner in which they are arranged, and the head rule over the title. The print is very good, however, and so are the contents. The use of the first page for editorials is, I believe, an old-fashioned idea, too, and the absence of headed stories, in a paper of this size, especially, is certainly anything but up to date. Even the advertisements in this

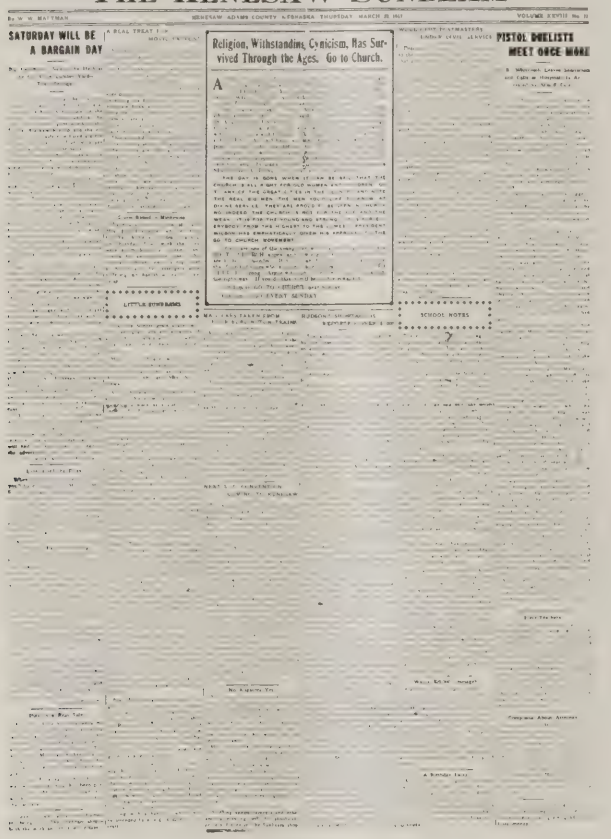
7

paper are of a style that predominated when I was a kid, altho the ads are strong and usually neat. The last (but not least) point against this publication is the method of make-up employed—the erroneous system of scattering the ads thruout the pages or lining them up at both sides of the pages. In the course of another review in this installment I have outlined to some extent the ideal method of make-up, and I would cordially suggest that the makers of the Miner County Democrat study well the directions therein given and adopt the system in their own work.

✧ ✧

I never saw a paper better named than this one (before me). After the maze of faulty stuff which a critic must needs wade thru, on coming suddenly upon this publication, the effect is like a sunbeam breaking thru the clouds. It is such a bright, neat, readable little sheet, and

must warm and cheer its readers quite like actual beams of sunshine. The Sunbeam is not a newcomer in these columns. I have had it



THE KENESAW SUNBEAM

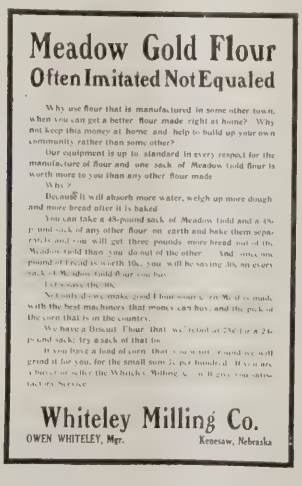
SATURDAY WILL BE A BARGAIN DAY

Religion, Withstanding, Cynicism, Has Survived Through the Ages. Go to Church.

PISTOL DUELISTS MEET ONCE MORE

SCHOOL NOTES

often in the past, nevertheless am pleased with this opportunity to again inspect its brilliant pages. It is an all-home-print paper, six pages, and W. W. Maltman is the "old man" about



Meadow Gold Flour
Often Imitated Not Equaled

Why use flour that is manufactured in some other town, when you can get a better flour made right at home? Why not keep this money at home and help to build up your own community rather than some other?

Our equipment is up to standard in every respect for the manufacture of flour and one sack of Meadow Gold flour is worth more to you than any other flour made.

Why?

Because it will absorb more water, weigh up more dough and more bread after it is baked.

You can take a 49-pound sack of Meadow Gold and a 49-pound sack of any other flour on earth and bake them separately and you will get three pounds more bread out of the Meadow Gold than you do out of the other. And since one pound of bread is worth 10c, you will be saving 30c on every sack of Meadow Gold flour you buy.

Economize there.

Not only do we make good flour, but we do it with the best machinery that money can buy, and the pick of the corn that is on the country.

We have a Biscuit Flour that we retail at 25c for a 24-pound sack; try a sack of that too.

If you have a load of corn that you want ground we will grind it for you, for the small sum of 5c per bushel. If you are a buyer or seller the Whiteley Milling Co. will give you satisfactory Service.

Whiteley Milling Co.
OWEN WHITELEY, Mgr. Kenesaw, Nebraska

8

the office. Excellent editorial work is in evidence and the columns are linotyped. A first class print is secured and simplicity seems to be the watchword of the ad man. One of his pleasing, simplified creations is presented herewith as exhibit 8. This is a good, strong, harmonious piece of work, yet all the compositor has used to make it, aside from the border, is type. Sane distribution of white did the rest. The makers of such a generally good sheet have a right to my hearty congratulations.

✧ ✧

The easiest description I can give my readers

THE BENTON REPUBLICAN

ILLINOIS GUARDS BEING CALLED OUT

THE GAS FRANCHISE ELECTION APRIL 24

WAS THIS MAN A GERMAN SPY?

WOULD ORGANIZE A CAVALRY CO. HERE

STATE'S ATTORNEY MARTIN IN ACTION

POLL TAX QUESTION UP NEXT TUESDAY

FRANKLIN COUNTY AGAIN ON THE MAP

OUR BIG WARS WERE ALL STARTED IN APRIL

NEW PASSENGER SERVICE OVER I. C.

SHERMAN WANTS DATA ON WAR

Thrift Means Readiness

BENTON STATE BANK

9

BURKETT STORE CO. BENTON, ILL.

New Spring Goods in all Departments!

If it's new, you will find it here.

LADIES' BOOTS

SPECIAL From Each Department

Society Brand Clothes

A Wonderful Silk Showing

FURNITURE, RUGS Linoleum and Wall Paper

MEN'S SHOES

Bring the Boy Here

Kuppenheimer Clothes For Men

The New Fall Stocks Have Taken Full Possession

Dress Goods in Great Assortments

A New Hat For Early Spring Wear

WALTHAM PIANOS

Wanted, at Highest Market Prices, Country Produce of all Kinds.

10

of this handsome Illinois paper, The Benton Republican, is to reproduce its well balanced front page (exhibit 9). This will disclose the

spiciness of contents, the uniformity of heads and the good balance of make-up, but can scarcely reveal the excellent presswork. Other pages—of which there are ten—are nearly as good as this first one, and that the advertisement composition is up to a reasonably high standard I go to prove by reproducing a half-page specimen in exhibit 10. About the only thing I could suggest to Editor and Publisher Harry L. Frier, proprietor of this sheet, is to introduce a subhead and an editorial department. It would add strength and prestige to the Republican. I am aware that there are editorials in this paper, but the shame is they are scattered here and there over the pages among locals, etc.

✧ ✧

The very original appearance of this excellent paper, The Lake City (Minn.) Leader, can best

Lake City Leader

11

be described by publishing herewith a reproduced photograph of the first page (exhibit 11), which in spite of its wide columns, is very artistic and well balanced in its make-up. In point of contents this is a grand sheet and it carries an abundance of ads, practically all of which are handled in an intelligent, artistic way. The print is very good. Editorial and reportorial work on the Leader are both high class, the department of editorials being delightful in both thought and diction. If this paper would adopt this department's ideal method of make-up, there would be little left to condemn or condone.

✧ ✧

Another Nebraska sheet which in point of its front page is quite to my taste is this Sheridan County Democrat, illustrated in exhibit 12.

Sheridan County Democrat.

PUBLISHED THURSDAYS, $1.00 PER YEAR IN ADVANCE

HORSE THIEVES COME NEAR MAKING A GOOD HAUL

HORSES RECOVERED AT GERING, NEBRASKA WEDNESDAY

LINER CHICAGO PASSES WAR ZONE NO SUBMARINES VISIBLE

BERNSTORFF SAILS FOR HOME WEDNESDAY ON FREDERIK VIII

12

But, I would suggest that in future, if this style of head is continued, care be exercised to see that the two main lines are a trifle longer than these and of more equality of length. Also, at the corner formed by the intersection of the cut-off and the column rule under the two principal double-column headlines a finished effect is secured by inserting a nonpareil cap O; or where a machine is in use, the operator can cast a 13½-em slug rule with a lightface ornament at one end, for use in this case. I would further suggest that the "pony" dashes following the single line blackface heads be omitted. I am aware that these are "gnats" in the way of defects; but I want to assure you that I do not propose to swallow any "camels," either; and it is attention to these little things which raises the work of the expert to its high standard of excellence. An excellent print is secured on this

paper and some very good material is in evidence, a sample of which may be seen in the ad shown as exhibit 13, which also justifies any

Ford Service Station
THE CITY GARAGE is the "Ford Service Station" in Gordon. When your "Little Old Ford" needs 'fixin bring it to us where you get genuine Ford repairs and genuine Ford Service by genuine mechanics who know how
Everybody in Gordon
Ford
Only FORD Agencies handle GENUINE Ford Repairs
The Time and the Place
Buy Genuine Ford Repairs and Accessories
The Ford Service for Ford Cars is best
THE CITY GARAGE, Del Parker Prop.

13

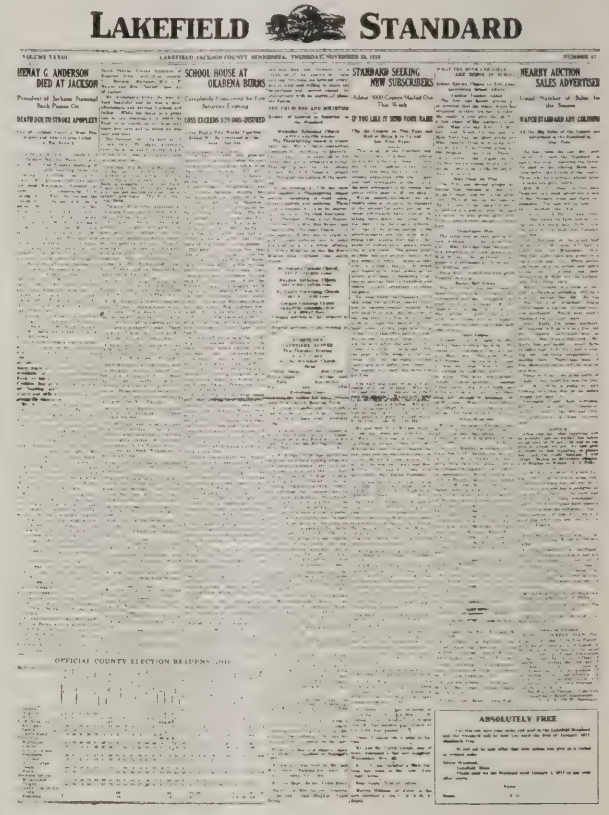
praise I may offer as to the ability of the ad setter.

✧ ✧

The interior pages of the Colome (S. D.) Times are ready-printed (and I mention the fact not as one of the defects) but the stock is too large, evidently, for the home forms, hence the bottom margins of all pages are altogether too great, giving a very unsightly effect. I should think arrangements could be made with the ready-print house whereby stock of the right size could be secured. The advertising patronage is liberal, but not so liberal, I'm inclined to think, but that, by the adoption of this department's system of make-up, the running of all those ads on the front page could be obviated. Doubtless the Times is the product of a well equipped office and the advertisement compositor handles his work very well, evidently appreciating the value of adequate whiting and simplicity. The same advice offered to the Benton Republican publisher, relative to the establishment of an editorial department, might very properly be repeated here.

✧ ✧

I have here another very creditable Minnesota sheet, namely, the Lakefield Standard, the first page of which is reproduced as exhibit 14. Any newspaper man will concede that this is a pleasing newspaper page. The Standard is a fine, big, all-home-printed paper, hence the extent of the news service can be easily imagined. In spite of its generous size, however, local advertisers encroach pretty heavily upon the space. Besides their liberal news departments, Editors Haydon and Taylor maintain an excellent editorial page, replete with inspiring thoughts and suggestions on home loyalty. Nothing can be more serviceable to the home town or home community than a local newspaper thru its editorial columns, the maintenance of which is one of the essential duties of every newspaper maker. The method of mechanical make-up




followed by this paper on pages other than the first one here illustrated is very incorrect, and I would earnestly urge the adoption of the system outlined elsewhere in this installment.

O. Byron Copper,
De Soto, Wis.

THE PRICE HUNTER
is like the duck hunter; the game he bags usually costs him in time and trouble about ten times what it would cost if he had gone to a good place and paid a good price for it

NATIONAL PRINTER JOURNALIST

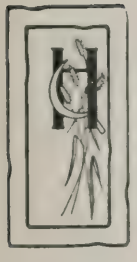
A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FIVE CHICAGO, JUNE, 1917 NUMBER SIX

# Newspaper Short Course

## Efficient, Practical and Most Valuable Instructions in and Conscientious Study of, Important Factors of Newspaper Making and Management

By Harry R. O'Brien, Dept. of Agr. Journalism, Iowa State College, Ames, Iowa.



HIGHER editorial standards, better makeup for both front page and advertising sections, some system of cost accounting that will give an adequate idea of the profits, better bookkeeping methods and a discussion of present problems in connection with the war situation were featured on the program of the country newspaper short course held at Iowa State College, Ames, May 3 and 4, under the auspices of the department of agricultural journalism. Along with these, went the definite appeal from a number of the speakers on the program, which had been arranged by Prof. F. W. Beckman, head of the department, that country papers get more real country news into their columns.

Professor Beckman struck the keynote of the short course in his opening address on the country newspaper and the times. Because of the print paper situation, uncertainty of the advertising situation and war crisis, he declared that the country newspaper faces the greatest crisis of its existence. Keyed up by this idea, the 75 Iowa newspaper men who were present at the first session entered into the spirit of the short course with more than usual enthusiasm. Some 100 were present in all during the short course.

The matter of higher editorial standards was strongly emphasized by A. F. Allen, managing editor of the Sioux City Journal, in a stirring talk on the need of editorial housecleaning in Iowa newspaper offices. Mr. Allen condemned, in no uncertain terms, slovenly copy reading, careless and inaccurate writing, poor proof reading, indiscriminate use of free publicity matter and lack of real news as he found these things in various Iowa publications.

"There is much slovenly writing and much loose editing on the Iowa Press," he declared. "On certain newspapers an entire absence of editing is apparent. It would be untrue to assert that there is no good writing on the Iowa press, but the papers so distinguished are a select company. On the other hand there is much, far too much, poor and indifferent writing. Many papers speak eloquently of careless and hasty preparation, of eleventh hour planning or lack of planning. Many newspapers betray in every column and on every page the mental indolence of editors. Much writing is done without an appreciation of or regard for news values. Many newspapers display ignorance of even the commonest use of the English language.

"Many editors adhere to old fashioned and obsolete practices in the preparation of news copy, using trite forms and stock phrases, writing without originality or animation. It is a curious thing how some of the ancient customs of country journalism have survived to our day. But the fact of their survival by no means assures that they are worthy of continuation. Rather does it indicate that the editor is in a rut and is working along the lines of least resistance."

One of the things which Iowa newspapers lack is good proof reading, according to Mr. Allen. Some of them bear evidence that no proof reading at all has been done, he believes. Nothing so distresses the reader and nothing is so eloquent of slovenly workmanship, as are the errors of text which are the result of careless composition and indifferent and inefficient proof reading.

"A newspaper should never mislead its readers or lend its columns for the purpose of deception," declared Mr. Allen in speaking of the thousand and one press and publicity bureaus which knock daily at every editor's door. "No publicity bureau is so unsophisticated that it would attempt to bribe, by the use of money, any editor in this state. Instead, he sends to him attractively written matter, often in plate with illustrations. In every such article there is a joker; someone is trying to promote some scheme and 'put one over.' For the editor to use this is a grave offense. No editor with conscience will publish such matter to the deception of his readers. The only place for it is in the junk pile. It only serves to cheapen the editor who permits it to get by and to lower the moral standard of the newspaper in which it is printed. In my own paper we use only the stories from the U. S. Government and Iowa State College, which are put out for an entirely different purpose."

In another talk on mechanical housecleaning, Mr. Allen accused many of the country newspapers of throwing their pages together in a jumble without thought save as care is given in locating ads where they may be surrounded by pure reading matter. He protested against selling space to advertisers national or local who demand preferred space at the top of columns or on the front page. Instead, he pleaded with them to adopt the pyramid style of makeup as much as possible and to take as much pains in printing their paper as they do in job work.

Along the same lines was an address before the Thursday night meeting by A. B. Funk of Des Moines, former editor of the Spirit Lake Beacon, on "Sources of Influence in Country Newspaper Making." Out of a lifetime of experience on an Iowa country paper, Mr. Funk spoke to the newspaper men present of the standards necessary to make a paper a power for good in the community. Wide reading, careful study of problems, use of a good reference library, upholding the right in local political matters, keeping passion, prejudice and anger out of the columns, getting the real local news, and writing both news and editorials in strong, proper style were the things he emphasized as necessary to bring to pass the influence a paper should have.

For the men interested in the more technical side of country newspaper making, the talks on ad composition, newspaper makeup and job composition, by J. L. Frazier of the Inland Printer were full of good, strong matter. E. K. Whiting of the Owatonna, Minnesota, Journal-Chronicle, gave a series of three talks on the business side of running a country newspaper, particularly in regard to keeping cost accounting data.

"If I had a thousand dollars to spend," declared Walter H. Beall of the West Union Argo-Gazette in opening the discussion on farm news for country newspapers, "that I could invest in enlarging my business, I would employ a man who would devote his time to gathering farm news and in explaining to every farmer, whom he met, along with getting subscriptions, that to cover the farm news field is the purpose of the Argo-Gazette."

Mr. Beall explained that farm news meant getting the real news of what was happening on the farms of the community, purchase and sale of livestock, building of farm buildings, extra large crops, noteworthy sales, records from dairy cows and such things. He declared that such news had a large place in a country paper, since most of the subscribers are living on farms. He said also that much of the news was that which existed, as well as that which happened. Such news is in every community and could be secured if the editor would take the trouble to get it.

Following Mr. Beall, C. H. J. Mitchell of the Storm Lake Pilot-Tribune told of his experiences along the same line in getting farm news and went into detail as to the way in which he handled it as a news story in his paper. Then O. W. Johnson, a Marshall county farmer spoke of the same thing from the standpoint of a farmer, telling what as a farmer he would like to see in his weekly newspaper. Mrs. E. E. Taylor, who edits the woman's page in the Traer Star-Clipper, spoke on what she believes the women want in the paper, dealing with affairs strictly feminine.

John F. d'Aue of the Des Moines Register-Tribune was on the program for a talk on the cost of an inch of advertising. He insisted that newspaper men should know exactly what it was costing them to produce the paper. S. M. Stouffer of the Sac City Sun led a discussion on methods of organizing and maintaining a country correspondence staff.

As in previous years, contests in makeup were held. One new contest that attracted a

good bit of attention was one on the makeup of the papers as a whole. There were some 50 entries for this contest. The judges awarded first place to the Le Mars Semi-Weekly Sentinel, edited by James C. Gillespie and second place to the Traer Star-Clipper, edited by E. E. Taylor. In the first page, six column contest, first honors went to the New Hampton Tribune, E. J. Feuling, editor, and second honors went to the State Center Enterprise, edited by H. L. Sunderlin. In the seven column contest, C. H. J. Mitchell won first with an issue of the Storm Lake Pilot-Tribune and second place was awarded to the Le Mars Semi-Weekly Sentinel.

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# A Scenic and Industrial Edition

## In Celebration of a Fortieth Anniversary

REGON is celebrated no less for mildness of climate and scenic splendors than for her magnificent forests and streams; the fertility of her soil and her wonderful agricultural, horticultural, mineral and fishery products. Great industries have been developed along with model homes, public institutions, schools and churches and all else that pertain to highest, modern civilization where virtue, industry, thrift and wealth abound. Not among the least of her glories are her great, enterprising, helpful newspapers.

On April 16th, the Evening Telegram of Portland added to the fame of the State, of the city of its publication and of the Oregon press—that throbs with life and grows by the aid of the promotive power lodged therein and exercised thereby—thru the issue of a mammoth "Scenic and Northwest Industrial Edition" in honor of the paper's Fortieth Anniversary. It was most appropriately dedicated "To those who, by their works and constructive methods are upbuilding a great and durable Commonwealth."

Once it was our great privilege to stand on Portland Heights, and view the city, the vast sweep of the Columbia river and valley, of mountains and forests and the five distant, snow manteled, sky-kissing mountain peaks. We were thrilled with the vastness, the beauty, the sublime unsurpassing grandeur of the mighty panorama of nature, heightened in interest by the presence and touch of man "made in the image of his Maker, crowned with a glory and power" only coming to be fully recognized in these modern times, when, thru the inventions, by the aid of electricity and the applied expansive power of steam, he is able to penetrate or surmount "the everlasting hills," to defy winds and storms, to navigate the ocean and air, and to speak with his fellows across the continents.

Something of the thrill, felt when on Portland Heights as we viewed nature's grandeur, was recalled thru the illustrated pages of this great publication. The mountains, the crags, the cliffs, the streams, the waterfalls and forests are pictured, and with these many of the wonders that man has wrought in subduing and putting to use all nature with her inexhaustible power and heaven-given resources.

The paper was printed in four sections and contains fifty-four great, 8-column pages. The first two sections are given up to matters appearing in regular issues of our great dailies, with an added illustrated description of "Portland's Municipal Docks, Modern and Ample." The third section treats largely of Oregon lumber, and lumber material, logging, mills, manufacture, shipping and marketing. The heading of one article is "Marketing of Lumber by Scientific Salesmanship." The same is true as to advertising space and of printing, and lessons can be learned by the printerman, as well as some interesting and wonderful facts obtained by reading the article. All businesses, as all arts, are joined by common bond.

Here too, is an article on "Wood Blocks as Paving Are Best," that will be of interest to home papers in towns just preparing to pave streets. Then there is a story about the first saw mill in America in 1623, a crude affair compared with the great factories or mills that "handle great logs like splinters," and turn out the millions of feet of Oregon lumber, for the manufacture of which $13,500,000 in wages are paid out annually in the state.

One of the features of this section are the many articles on the different uses for which lumber is especially adapted and they suggest how much can be told of any useful industry and its products in a way that can be made interesting, educative and helpful. There is a world of opportunity for articles, as to local industries, for other papers in any city, village or community of the United States that would be more entertaining news to readers and in many instances to manufacturers, as well as of direct benefit. The opportunities for helping home city and community and state upbuilding are boundless.

Incidentally, engineering, improving navigation, etc. come in for consideration. Then what

is more directly interesting to publishers, just at present, in this section, treating of timber, is an article on the manufacture, in Oregon, of paper from wood. We are told there are at present six large pulp and paper plants in Oregon and Washington, when we had thought that all paper was made in the East or Central West. These mills consume annually 142,480 cords of wood, besides other material. It is stated that paper has been shipped to the Atlantic Coast, tho "Normally, the Mississippi is the eastern limit of the market."

The fourth section of this edition is devoted to "Scenic and Industrial Subjects" and there are grand scenic views given in half-tones from photographs. One interesting, illustrated article is under the caption, "Coast Peaks Lure Mountain Climbers."

Fruit and grain, the sheep industry, dairying, salmon fishing, ship building, and wood working establishments, railway, light and power companies, receive proper attention and description.

The Telegram carries, at the left and right, respectively, under the title heading, the words: "The paper that goes home" and "The paper that does things." The truth of both claims seems certain by the character and worth of this one number. If we did not live in Chicago, to keep up the friendly relations with our newspaper co-workers—established thru three decades of the editing and publishing the National Printer-Journalist—after this reading of the Portland Evening Telegram, we would move to Oregon—being only seventy-four years young and believing we could make a new start and win a success with such opportunities and such imposing, inspiring surroundings, and so genial a climate, and hospitable, intelligent and progressive people as Oregon affords. We certainly feel sure that we would enjoy salmon fishing. Our father was a farmer and an enthusiastic disciple of Ike Walton, tho he died at the early age of ninety-two years, but then he lived in Dakota where fishing was good only part of the year—with fishing and genial weather all the year it ought to be easy to round out a full century or more.

## DOES HIS "BIT" AT 85 YEARS

### "Cannot Do Without The Journalist"

The Sidney Printing & Publishing Co.,
Sidney Ohio, May 25, 1917.

Dear Brother Herbert:—Enclosed please find $2.00 to pay for The Journalist for another year. I would very much like to attend the N. E. A. Convention at Minneapolis and meet "you all" again, but the infirmities of age will not permit. I have been editor of the Democrat forty-two years and am in my eight-fifth year, but I go to the office every day and take my share of the work. I cannot do without the Journalist.

J. O. AMOS.

## WISE CALLING IN OF FRIENDS TO JOIN IN REJOICING OVER SUBSTANTIAL IMPROVEMENT

The Laurel (Neb.) Advocate felicitates the paper and its friends over a new type composing machine. Saturday, May 19th, was made a "Souvenir Day." The supporters of the paper, subscribers and advertisers, especially, and the public generally, were invited to visit the office, inspect the new device, watch its operation when being "put thru its paces" and to receive a souvenir, the editor modestly making the following suggestions:

"At the same time, if you are not a subscriber, perhaps, you will like to bring along $1.50 and become one or, if you are already one, perhaps you will like either to pay up your back subscription for a year or so ahead. However, come anyway and see the machine run, everybody is welcome, and the children will particularly enjoy it. Remember Saturday is souvenir day."

The hope of making the Advocate, with the aid of the new machine "a far better paper than ever before" was expressed, and it has long been an excellent, clean, bright home paper and is now in its twenty-fifth year. It is edited by that excellent, companionable gentleman, C. E. Nevin, with Mrs. Nevin associate, both well known and highly esteemed by the members of the National Editorial Association thruout the United States.

We always liked that parable which tells of the woman who called in her neighbors to make glad with her over the finding of the lost pieces of silver. A like neighborly spirit should exist between the publisher of a home newspaper and his patrons who are his neighbors and should be his confidential and sympathetic friends.

## "WHAT'S IN A NAME"

Names to petitions, names to resolutions, etc., give weight by their numbers and signatures to checks or credentials give value. Credit is built on the value of a name. The science of discerning character by the handwriting is an interesting study. The contrasts between the handwriting of youth planning success and the handwriting of those who have won success, have secrets that adepts may be able to interpret. One of the most recent contributions to such investigations, tho admittedly a piece of advertising matter issued by the Mergenthaler Linotype Company entitled "Editorial Comment," gives facsimiles of the signatures of the editors of leading newspapers in America expressing their views on the advantages they have received from the Linotype and the impressions received from a visit to the works of the Mergenthaler Linotype Company at Brooklyn, N. Y.

# The Personnel of The National Editorial Association Program of 1917

## Some Instructive Facts as to the Lives, Work and Equipment of Some of Those Who Are to Address the Approaching Convention at Minneapolis

NEVER before has there been greater promise of able, practical, helpful papers and addresses than those promised for the Thirty-second Annual Convention of the National Editorial Association at Minneapolis, July 9, 10, 11 and 12, 1917. Many of the speakers have not appeared at any time in the past, and it has been thought that it would be profitable to all editors and publishers to tell here something of their lives, equipment and work. Many who have been on the annual program, or taken part in the proceedings of the Conventions, at different times during the last twenty or thirty years, need no further introduction here.

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### What Schools of Journalism Have Accomplished and Should Accomplish—Prof. W. P. Kirkwood, University of Minnesota.

W. P. Kirkwood was born in Ohio in 1867. He was graduated from Macalester College, St. Paul, Minn., in 1890. After several years in business positions he entered the service of the Minneapolis Journal in 1897. He served in various capacities—as reporter, telegraph editor, assistant city editor, literary editor and staff writer. In 1907 he left the Journal to become a free lance in magazine work, continuing, however, to write a weekly grist of book reviews for the Journal.

In 1913 he returned to the Journal to take the position of country life specialist, writing country life articles and attending country life meetings of various sorts for the purpose of reporting them for his paper. This was a position created by Mr. Kirkwood himself on the theory that city newspapers in agricultural regions should have men familiar with the problems of the world's basic industry. The success of the plan as carried by the Journal was evidence of the desirability of such a man on the staff of city papers in the middle west. As a result of Mr. Kirkwood's service as a country life specialist on the Journal, he was asked to take the position as editor in the department of agriculture of the University of Minnesota in the summer of 1914.

In his work at the Minnesota College of Agriculture, Mr. Kirkwood thought it would be desirable to give the young men in the college who were planning for careers as teachers and research workers in agriculture, instruction in writing for publication. The University of Minnesota has been considering for several years the possibility of establishing a department of journalism. The plan proposed by Mr. Kirkwood was met by the suggestion that he should broaden the courses and start the work in journalism for the university. The work in journalism at

W. P. KIRKWOOD
School of Journalism of University of Minnesota
Minneapolis

the University of Minnesota has continued under his management ever since, and plans have been developed for a series of courses in journalism as complete as any offered in the United States. The work will probably be divided, giving the courses in metropolitan journalism to the College of Science, Literature and the Arts, and retaining in the College of Agriculture courses in rural and agricultural journalism. The Agricultural College is really more than a

college of better farming—it is a college of rural life, and for this reason insists that rural journalism should be a part of its curriculum.

**Working Together Along Community Building Lines—C. M. Johnson, President National Federation Implement and Vehicle Dealers' Association, Rush City, Minn.**

In placing Mr. C. M. Johnson on the program, the very useful and successful plan adopted by the Minnesota Editorial Association, of co-operating with outside, promotive organizations in all lines of merchandising and of the industries has been followed, with the idea that the press serves all and should be helped by and helpful to all. Mr. Johnson is evidently well fitted to give valuable aid and counsel to newspaper makers who are wisely endeavoring to render service and to reach greater usefulness, permanence, durability and profit. He has had wide experiences, and the positions and assignments he has filled show that his work has been fully appreciated.

C. M. JOHNSON
Rush City, Minn.

He has been in the implement and hardware business in Rush City, Minn., since 1901 and has held the following officers: Director and President, Minnesota Retail Implement Dealers' Association; Director and President, at present, of the National Federation of Retail Implement Dealers Associations and member of the Minnesota State Fair Board of managers; has been a member of the Rush City School Board for nine years, and been Mayor of Rush City. During his association work, as a retailer, he has been called upon to make addresses before retail dealers' conventions all over the country and been in every state in the Union, with talks on "Cost of Doing Business" and "A Dealer's Service to his Community." He is a member of the National Chamber of Commerce, being one of the Councilors. On invitation he addressed the Advertising Clubs of the World, at their St. Louis Convention, June 5th, and was there as a representative of the retail dealers.

He was born at Rush City, Minn., Apr. 20, 1877, graduated in the common schools and attended Hamline University, graduating in 1899. The last mentioned fact is of especial interest to the editor of the National Printer-Journalist who graduated at Hamline University in 1865, just thirty-four years before. We are proud of our junior brother alumnus. Hamline turns out men who believe in community service.

**Greetings from Kindred Organizations: How We Can Co-operate—Frank B. White, Manager-Director, Agricultural Publishers' Association, Chicago, Ill.**

FRANK B. WHITE
Chicago, Ill.

Frank B. White is an agricultural newspaper man with an experience of thirty years. He is a member of the Advertising Association of Chi-

cago, serving on their Educational Committee; President of the Business Secretaries Forum, an organization composed of Business Secretaries, that is doing a good work in unifying and coordinating group interests along manufacturing and salesmanship lines; a member of the Better Community Committee of One Hundred, in conection with the Illinois University's state wide work. The following reference is made to him in regard to his many activities in "Who Is Who in Advertising":

"In 1880 organized the Publishers' Commercial Union, an exclusive publishers' reporting and collection agency. At that time published the 'Commercial Union,' one of the earliest papers in behalf of advertising. In 1890 conducted one of the first special agencies in behalf of the agricultural papers as 'Leaders of the Great West and Star of the East.' In 1893 organized the first agency for agricultural advertising under name of Frank B. White Company. Also published the first Agricultural Advertising Magazine, which still exists. In 1900 established White's Class Advertising Company, continuing agricultural advertising service under a new organization and establishing agricultural advertising magazine, 'White's Class Advertising.' For two and a half years with N. W. Ayer & Son. Identified with numerous nationally successful advertising campaigns. Author, 'Building Business and Making Men.' Contributor to trade and advertising periodicals for years. Speaker on advertising subjects. One of the three organizers of the Agate Club of Chicago, the first of all advertising clubs. Greatly interested in intensive farming and farm products. Superintendent of incubators and brooders in operation at the Louisiana Purchase Exposition in St. Louis in 1904. Assisted in organizing Trades Associations. Member Press Club of Chicago. Member Advertising Men's League of New York. Address, 76 West Monroe Street, Chicago, Illinois."

His addresses before different organizations have brought strong resolutions of approval and thanks. He was born in Carroll County, Illinois, and received his education in the state public schools.

**Getting General Advertising—N. A. Huse, Vice-President Press Association, New York.**

The publishers of the country and, especially, the members of the National Editorial Association will be particularly interested in Norris A. Huse and all that he may have to say, for he has been one among them, who, winning success in publishing a newspaper at Norfolk, Nebraska, was placed in a position, January 1, 1917, as Vice-President of the American Press Association, which affords him the opportunity of coming in touch with and serving his old friends and co-workers in the great and rapidly developing field of what is known as foreign advertising, in that it is advertising outside of the immediate home city of the newspaper or its sphere of local circulation.

On the occasion of his entering upon his new position, President Courtland Smith of the American Press, wrote:

"I surrender to no man on earth the distinction of having the firmest confidence in country publishers, the strongest conviction of the value

N. A. HUSE
Vice-President American Press, New York City, N. Y.

of country newspapers as advertising mediums and the willingness to spend an entire life in making country publishers individually independent financially, and collectively all-powerful. But, when it comes to the handling of the many and important details of this campaign, I am most glad and anxious to call upon the ablest men that can be secured, and the ablest man for the most important detail, that of securing the advertising, is N. A. Huse.

"He is the man who took hold of the Daily News, Norfolk, Neb., in 1903, when its foreign advertising was less than Twenty Dollars a month, or less than Two Hundred and Fifty Dollars a year, and, as he says, "payable mostly

in wood type," with little local advertising, and by 1916 had increased it to Fifty Thousand Dollars, Thirty Thousand local and Twenty Thousand foreign!

It takes a man of unquestionable ability and some genius to do that, and the best part of it is that he will, after January First, 1917, be in a position to do for thousands of country publishers what he did for himself.

"Mr. Huse has the confidence of all the important advertising agents in the country. He is known to them; he has produced results for them; he knows what must be given to them in order to justify advertising from them."

### Life Spent in Newspaper Work

Norris A. Huse was born in Ponca, Nebraska, December 24, 1882. He has been connected in one capacity or another with newspaper work since he was six years of age. He started at that age to carry newspapers, having a route of twenty-five subscribers in the immediate vicinity of his home. At the age of ten he learned to set type and during several summers worked "at the case" in getting out the News. He was taught to feed a press and a little later, while still in knee trousers, became a reporter on the News out of school hours. He graduated from Norfolk high school in 1900 at the head of his class and from there went to the University of Nebraska.

In college Mr. Huse was a member of the Delta Tau Delta fraternity and was active in student affairs. He took a course in journalism, then conducted at the university, and was a reporter on the Daily Nebraskan, the college paper. There is a peculiar coincidence in the fact that the editorship of the Junior Annual, the big year book at the university, was offered to Emory E. Buckner and Norris Huse, both of whom declined the position because they felt it was unfair that the business managers insisted on pocketing all the profits made thru the efforts of the editor. Today Buckner is a partner of Elihu Root in New York city, and Huse is now called to the same metropolis in a big capacity

During his college days Mr. Huse was elected as a member of the English club, an honor attained only by writing an unusually good story, and at that time he had some thought of turning his energy to literature as a life profession.

Upon leaving the university, however, Mr. Huse felt that his assistance was needed by his father, and consequently he returned to Norfolk and began work on the News as a reporter at $35 a month in 1903. At that time the News was a four page six column paper, with two columns of local news a day and very little advertising. The foreign advertising amounted at that time to less than $20 a month, payable mostly in wood type, and during the month of October last year the foreign advertising in the News amounted to about $2,000.

The success that he reached in thirteen years is told in the words of President Smith, already quoted, with its thirty thousand local and twenty thousand dollars, annually, of foreign advertising.

Mr. Huse represents the third generation of Huses who have published newspapers in northeastern Nebraska. His grandfather, the late William Huse, founded the first newspaper in northeastern Nebraska, at Ponca, in 1871, the Northeast Nebraska Journal. William N. Huse, son of Wiliam Huse, at the age of thirty, after having learned the printing trade and all angles of the country newspaper business at the Ponca plant, moved to Norfolk, bought the Norfolk Daily News, then one year old and almost bankrupt, and succeeded not only in operating it thru the hard times between 1890 and 1896, but built it up to a unique position in country journalism. His brother, E. W. Huse, is owner and publisher of the Herald, a weekly paper, at Wayne, Neb. W. N. Huse died Jan. 13, 1913, leaving his newspaper and printing plant to be operated by his two sons, Norris taking the newspaper end and Gene taking the manufacturing end of the business. Gene is now editor and publisher of the News and general manager of the entire plant. He is thirty-one years of age.

On May 28, 1905, Mr. Huse was married to Miss Grace M. Losch of West Point, Neb., and there are two children, Elizabeth, aged eight, and William Norris, better known thru the "Around Town" column of the News as Bill, aged five. Mrs. Huse was educated in the University of Nebraska and at Wellesley college, Wellesley, Mass.

### His Force Soon Felt

Mr. Huse assumed editorship of the News upon the death of his father in 1913 and also gave his personal attention to the building up of foreign advertising. He made the News a force in Nebraska, one of the aggressive fights waged by the paper resulting in the ousting of the superintendent of the State Hospital for the Insane at Norfolk. Mr. Huse originated the plan of bringing to Nebraska in a special train thirty New York, Philadelphia and Boston advertising men to show them the resources of the state, and that project was carried out in every detail to a successful conclusion by Mr. Huse.

In the spring of 1916, Mr. Huse suggested in a letter to Samuel Hopkins Adams, then on the New York Tribune, the establishment of a national voluntary censorship board, to be main-

tained by American newspapers, to protect themselves against fradulent medical advertising. This plan was given approval in the New York Tribune and later was taken up in the American Medical Journal.

Mr. Huse has written a series of twelve articles on country newspaper advertising questions, which were published in The American Press and later issued under copyright in booklet form by the American Press Association.

Mr. Huse was one of the speakers of national reputation in various lines of activity to deliver addresses at the University of Kansas during Kansas newspaper week in 1916. He was the first Nebraska editor called to the university by Professor Fogg to address the class in journalism, and he initiated the campaign in Nebraska for a more complete college of journalism at the state university

Mr. Huse made it a point during his newspaper career frequently to visit New York in order to keep abreast with developments in the newspaper world. He enjoys a wide personal acquaintance among newspaper and advertising men all over the United States.

Mr. Huse is secretary of the Nebraska Publishers' bureau and a member of the executive committee. He is a thirty-second degree Mason, a Shriner and a member of the University club of Omaha.

* * *

**Finding the Cost for the Ordinary Newspaper Office—J. Roy Williams, the News-Capital, McAlester, Oklahoma.**

J. Roy Williams, editor and principal owner of the McAlester News-Capital, is a native of Northeast Missouri. He went to Oklahoma in 1893, where he engaged in the newspaper business until 1898, when he went to Laramie, Wyoming, as editor of the Boomerang. He returned to Oklahoma in 1901 and engaged in the newspaper business at Lawton, remaining there until 1913, when he and associates purchased the News-Capital, one of the oldest dailies in Oklahoma.

During 1903-4 Mr. Williams was president of the Oklahoma Press Association, and the following year was president of the Oklahoma Democratic Press Association.

Like many other members of the press, Mr. Williams has given time and service to legislative matters. He was a member of the Oklahoma House of Representatives during the First, Third and Fourth Legislatures after statehood. He introduced and secured the passage of the Depositors' Guarantee Law and the Uniform Text-book Law, and succeeded in getting the bill for free text-books passed by the House. He held important chairmanships, such as that on Education, during his legislative service, and was Speaker protempore of the House during the Third Session. He was also delegate at large to the Democratic National Convention, at St. Louis in 1916.

Mr. Williams regards public office as an opportunity for public service, secondary to newspaper work. He believes in the independent party newspaper, and takes keen interest in both editorial and business departments.

J. ROY WILLIAMS
News-Capital, McAlester, Oklahoma

**Editorial Preparedness—Edwin C. Funk, Editor the Rogers (Arkansas) Democrat.**

Edwin C. Funk was born in Powsheik County, Ia., January 5, 1877. His first newspaper experience was in carrying the Daily Sentinel at Carroll, Ia., and his first newspaper reporting was for the Carroll Herald. He graduated from the Carroll high school in 1893, taught school during that fall, and the next spring, at the age of 17, became editor of the Manning (Ia) Monitor. For two years he was the youngest member of the Upper Des Moines Editorial Association. In the spring of 1896, he went to Arkansas and with his father, E. M. Funk, founded the Springdale Democrat. In November, 1896, they bought the Rogers (Ark.) Democrat, which they still own and publish. Mr. Funk is

recording secretary of the Arkansas Press Association, a position he has held for a number of years. Since 1909, he has been the Arkansas member of the National Council of the National Editorial Association. He is secretary of the Rogers Rotary Club, an Elk, and a Democrat in good and regular standing. Mr. Funk makes a specialty of the fruit industry and is staff correspondent for a number of horticultural papers. He claims to have officiated in more football games than any other man in the state, and with Bob Schaffer holds the undisputed championship of the Arksansas Press Association in three legged racing. He was married in 1903 to Miss Mintie Michael, also a native of Iowa.

ERWIN C. FUNK
The Rogers Democrat, Rogers, Arkansas

**How Newspaper Women Can Help the American Red Cross—Mrs. Pearl Cashell Jackson.**

Mrs. Pearl Cashell Jackson is a native of Texas, and has lived all her life in Austin. As a young woman, she taught school, and at an early age became principal of one of Austin's largest schools. While teaching, she took State University work in Education (in those days called Pedagogy) and Philosophy; during the past five years, she has done special work in English in the same institution. Since her marriage, she has traveled a great deal in America, Mexico and Europe. In each country, she has looked into educational and juvenile problems.

From 1907 to 1911 she was on the State Board for the Training School for Juveniles—a boys' school at Gatesville, Texas.

She is deeply interested in life and life's problems. She has recently withdrawn from club work, and concentrated her interest in literary work. She has gained recognition thru Mexican sketches in "Travel," "Holland's Magazine," and "Young People" of Philadelphia; she is the author of "The Legend of the Poinsetta," "Texas Governor's Wives," and "Austin, Yesterday and Today"—the latter was an advertisement for the American National Bank. She has specialized on bank advertising, finding it far more profitable than other writing. Beween times, she writes special articles for the San Antonio Express and carries a "courtesy card" from that paper.

PEARL CASHELL JACKSON
Austin, Texas

Mrs. Jackson is president of the Texas Woman's Press Association, a member of the League of American Pen Women and a loyal part of the National Editorial Association.

She is a suffragist and is deeply interested in patriotic work at the present time—having assisted at the organization of five Red Cross chapters and is ready and willing to serve the

country in any capacity for which she may be fitted.

She has recently sold a scenario to the Universal Film Co. of New York entitled "The Padre's Candlestick."

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**For a Field Secretary—F. O. Edgecombe, Geneva, Neb.**

Frank O. Edgecombe was born in Ohio February, 13, 1864; brought by parents to Richard-

FRANK O. EDGECOMBE
Geneva, Nebr.

son county, Nebraska, in April, 1865; continuous residence in Nebraska since that date; common school and college education. He became a bank clerk at twenty-one and was promoted to the position of cashier of the First National Bank of Rulo. At twenty-six went into business for himself as owner and editor of the Falls City, Neb., Journal. At thirty sold that newspaper and bought newspapers at Geneva, Neb., where he has since continued in the newspaper business, having consolidated ten newspapers in Fillmore county while engaged in the process of building up his newspaper at the county seat of this county.

Family consists of wife and three children. He has served as president of the Nebraska Press Association and is now serving as treasurer of that association. For the past five years has been advocating the desirability of the employment of a field secretary by the publishers of Nebraska and every other state, hoping that in that way a foundation might be laid for the employment of a national field secretary.

**The Value of a Field Secretary—S. G. Goldthwaite, President Iowa Press Association, Boone, Iowa.**

S. G. Goldthwaite is a native of Boone, Iowa, and has been identified with the publishing business during his entire business life. He began as a printer at an early age during his high school years, but later attended Brown University, Providence, R. I., from which he was graduated with the class of 1890. In the same year he began work as a reporter for the Boone Daily News, but soon after became editor of the Boone Republican. In 1896-99 he resided in Chicago and was connected with the Chicago Dry Goods Reporter, a trade journal. In 1899 he purchased an interest in the Boone Daily News,

S. G. GOLDTHWAITE
Boone, Iowa

the paper on which he began as reporter. In 1902 he gained control of the entire plant of the News, and in 1906 purchased the Daily Republican of Boone, combining the two as one evening paper under the name of the Boone News-Republican.

Mr. Goldthwaite was a postmaster of Boone from 1907-15. In 1909 he was elected president of the Upper DesMoines Editorial Association of Iowa; in 1915 vice-president of the newly organ-

ized Iowa Press Association and in 1917 he was elected president of the Iowa Press Association.

In 1912 Mr. Goldthwaite erected a model newspaper plant for the Daily News-Republican which in arrangement and equipment is acknowledged to be one of the best in the country.

East, including five years in Erasmus Hall High School, Brooklyn, New York, and later became a professor in Antioch College and the principal of the Normal Department. He studied at Columbia University for the degree of doctor of philosophy, which he received in 1902. For

GEORGE A. HUBBELL Ph.D.
President Lincoln Memorial University
Cumberland Gap, Tenn.

**The Press and the School—George A. Hubbell, Ph.D., President Lincoln Memorial University, publisher The Mountain Herald, Cumberland Gap, Tenn.**

Dr. George A. Hubbell, the president of Lincoln Memorial University, at Cumberland Gap, Tennessee, was reared as a farm boy in western Ohio. His intense love and admiration for the great educator, Horace Mann, led him to Antioch College, where he was graduated in 1890. He taught in various schools of the North and two years he was extension lecturer of Teachers College, Columbia University, and he spent some time in the service of the Russell Sage Foundation for the Prevention of Blindness. He is also the author of several books on religious education and child psychology. One of his best books is his "Horace Mann."

For over ten years Dr. Hubbell has been interested in practical education among the mountain people of the South. Since he became president of Lincoln Memorial University in 1910,

he has had an exceptional opportunity to work out the problems of education as related to everyday life. The students in the institution are usually prevented from entering school early, since they have only limited means, and they must in a few years be fitted for the demands of active and professional life. Industries have been established by which the students are enabled to earn their expenses, and there has been wrought out in a successful manner a frictionless correlation of the various college activities for the equal development of "head, heart and hand." Tirelessly and optimistically Dr. Hubbell has devoted his inexhaustible energy and enthusiasm to the promotion of the work of Lincoln Memorial University and its worthy ideals of practical education.

* * *

**The Cost of Producing a Country Newspaper—E. K. Whiting, Journal-Chronicle, Owatonna, Minn.**

Mr. Whiting is well known thruout the West

E. K. WHITING
Journal-Chronicle, Owatonna, Minn.

as a cost system expert. He has, on several occasions, exemplified his method before conventions in Minnesota and other states. He is the man who, after installing a cost system and discovering where losses were being incurred that could not be avoided without eliminating the department where they occurred, had the courage to discontinue the much cherished daily issue of his paper and put the wasted energies and expenditures into the weekly issue and the job printing department. It is the true solution to lop off departments of business that cannot be made profitable. The cost system, thoroly applied, is the only way to the clear understanding of the trouble, and to give the courage for doing away with a highly prized branch or department that has been the particular pride and care of the proprietor.

Mr. Whiting was born August 17, 1870, in Clearwater, Minnesota. His father was responsible for starting the son in the printing business, for, when the son was a mere boy, the father gave him, one Christmas, a small printing outfit on which he printed the first newspaper ever printed in the town. From 1890 to 1892 the young man ran a small job shop in St. Cloud and went from there to Northfield, where he attended Carleton Academy, working all his spare time on The News and The Independent. Upon graduation he went to Owatonna where he acted as city editor on the Journal for three and one half years. In 1897 H. F. Luers and he purchased the Farmers' Gazette and changed the name to The Owatonna Chronicle. In March, 1906, they purchased the Journal and consolidated into the Owatonna Journal-Chronicle, which has been made one of the most successful and porfitable home weeklies of the state with a subscription price of $1.50 a year.

(To be concluded in July issue.)

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## LABOR LAWS IN WARTIME

### Appeal is Made to Protect Our Industrial Army

New York, May 20.—A warning that mistaken zeal at the beginning of the war may lead to decreased production of materials and impairment of labor's strength is contained in a special bulletin on "Labor Laws in War Time" just issued by the American Association for Labor Legislation.

Protective standards for the industrial army are outlined and enforcement of existing laws is urged as an "imperative duty in meeting the acute strain of war."

England's experience is cited as a timely lesson to the United States to permit no breaking down of the hard-won labor standards. Experience abroad has shown that those who serve the industries are quite as important to military success as are the fighting forces, and the investigation ordered by the British Minister of Munitions disclosed that lengthened hours and speeding up have defeated the very purpose sought, by lowering human efficiency and decreasing output. This official report is quoted as finding "that the nation cannot afford to continue the short-sighted policy of overtaxing its munition workers."

Indications have already appeared, according to this bulletin, that England's recognized mistake may be repeated in this country. An appeal is made to conserve our human resources by upholding protective standards as a prime essential of national effectiveness.

"If protective standards for labor should be mistakenly set aside, as a war measure," the bulletin states, "it may require a struggle to regain them with the coming of peace. And the nation's strength, both in war and peace, will suffer."

# Taking a Part in Affairs

## A Paper That Is Always Doing Something Useful and Promotive.

THE newspaper that is always doing something, that makes itself a part of the city or community life, is wise and useful in its day and generation. To keep up with the prevailing spirit of the times, to exemplify and lead therein is a natural characteristic of a home publication that sympathizes, lives and deeply feels with the people it serves.

The Brooklyn Eagle, during its many years of successful publication, has won the reputation of doing something useful and opportune on every occasion, and doing it well, pleasingly and thoroly.

On the recent visit of the members of the French Commission to Greater New York, the Eagle provided a silver sword for Marshal Joffre, a traveling clock for Admiral Cocheprat, and a loving cup for Rene Viviani and these were only a part of the mementoes of greater accomplishments, all of which were brought about by the Eagle thru providing the way for the people to express their sentiments—speedily and abundantly.

The following from the Eagle will give every newspaper man a clear understanding of the method used:

Brooklyn's gift to the war orphans, thru the French envoys who visited the borough today, will approximate 12,000 francs.

"In a little less than twenty-four hours the contributions turned in to the Eagle fund had jumped from $1,262.43 to $2,091.33, and when the fund was closed this forenoon that was the amount on hand.

"Some idea of the rapidity with which the fund grew may be had from the fact that at the Bedford branch of the Eagle alone this morning more than $100 in small sums was taken in within an hour. Everybody was anxious to "do their bit" toward aiding the little French orphans and expressing the warmth of their sentiments toward France and her famous and gallant representatives who were Brooklyn's guests.

"The gift to the little orphans was contained in a leather purse presented to former Premier Viviani. It was filled with $5 gold pieces. To Marshal Joffre was given a sword, and to Vice Admiral Cocheprat a silver traveling clock. The Marquis de Chambrun, grandson of the great Lafayette, received a beautiful leather-bound book of Brooklyn views. The book was autographed by Presi- Wilson, Mayor Mitchel, Borough President Pounds and the Brooklyn Layfayette Memorial Committee."

### The Album

"As a memento of the historic occasion,. and to show the gratitude and sincere affection which binds America and France, the Marquis de Chambrun, descendant of the great Lafayette, was presented with a handsome album, the gift of the citizens of Brooklyn. It contains the photographs and signatures of President Wilson, Governor Whitmany, Mayor Mitchel, the members of the Lafayette Memorial Committee and of the prominent Brooklynites who have collaborated with the committe in its efforts to make the event worthy of the traditions of Lafayette and of the distinguished visitors.

The inscription on the first page reads as follows:

PRESENTED BY
THE
CITIZENS OF BROOKLYN
NEW YORK, U. S. A.,
TO
MARQUIS DE CHAMBRUN
COMMEMORATING
A VISIT TO BROOKLYN
TO DEDICATE
THE HARTEAU MEMORIAL
TO THE
MARQUIS DE LAFAYETTE
PROSPECT PARK,
MAY 10TH, 1917.

"Following the portraits of the President, the Governor, the Mayor and Borough President Pounds, are those of the trustees of the Harteau estate and of the Memorial Committee. The trustees are Julian D. Fairchild, Eugene H. Winslow and St. Clair McKelway. The Lafayette Memorial Committee includes Borough President Lewis H. Pounds, honorary chairman; Alfred T. White, chairman; Edward M. Bassete, George V. Brower, William H. Childs, J. Monroe Hewlett, Raymond VV. Ingersoll, Thomas L. Leeming, Willis L. Ogden, Frederick B Pratt, Arthur M. Howe.

"An autograph letter from Governor Whitman commemorating the visit of the distinguished Frenchmen is also in the album. The remainder of the book is devoted to photographic souvenirs of the statue and of scenes in Prospect Park, thru the vicinity of which the guests passed in their journey to the unveiling, and the Brooklyn bridges and portrait and autographs of Controller Prendergast, Senator Calder, Justice Jenks and Secretary Redfield."

On a suggestion coming thru a letter to the Eagle, from Samuel F. Martin,the name of the entrance to Brooklyn's most central and finest city park—Prospect Park --at Prospect, West and Ninth Streets, was named "Lafayette Entrance" and a suitable tablet placed at the entrance in commemoration, made by Mr. Martin, was unveiled by the French Commissioners.

### "Current Events Bee"

As another instance of its activities, the Eagle held on April 28th, what it termed "A Current Events Bee," something of the order of the old fashioned spelling school bee, that the paper used to conduct.

There were thirty-nine contestants chosen from the thirteen high schools of Brooklyn. The contest was held in the Auditorium of the Girls' High School, and the attendance, as might be supposed, was large. The "fans" from the different schools were numerous and enthusiastic showing that the people can become as excited over a contest of knowledge as to current events --a test of intellect and memory—as over a baseball game or other athletic sport.

A similar contest was held last year. This year, improvement was evident. Each contestant had two little flags pinned on his or her clothing when the Bee opened, and surrendered one on each failure. Two failures—the loss of both flags—put a contestant completely out.

Big delegations, from the thirteen schools represented, filled the auditorium of Girls High School and cheered their champions before the contest began. Promptly at 8, after an organ prelude by Jules Joannes of Girls High, the Bee was started with the new version of "America," led by the composer, James J. McCabe. Wilmar H. Bradshaw of Jublic School 54, Queens, sang the first two stanzas alone and the audience joined in the rest.

Arthur M. Howe, editor of The Brooklyn Eagle, explained the purpose of the event.

"We hope to encourage the study of current history

and thus to create a better citizenship by making more intelligent citizens," he said. Each of the thirty-nine contestants was then presented with an Eagle silver medal as a reward for surviving the elimination contests in their own schools.

Hans von Kaltenborn, assistant managing editor of The Eagle, at the outset explained the rules governing the contest and announced an important new regulation for the last two contestants. If one failed on a question, the other must attempt an answer to the same query; if he, too, failed, a new question was to be put to both. Thus the possibility of winning by being lucky enough to get the last easy question was eliminated.

The thirty-nine serious-faced students filed on the platform and the first part began.

"Who was the author of the note suggesting an alliance between Mexico, Japan and Germany?" was the first question, and the answer, "Zimmermann," was snapped back, and the struggle was on.

Some two hundred and twenty-five questions were propounded on current events, of which the following are examples:

Q.—What recent political disturbance might have seriously affected a large part of the sugar supply of this nation?

A.—The Cuban revolution.

Q.—What was the decision of the United States Supreme Court on the Adamson eight-hour law?

A.—It was held to be constitutional.

Q.—What eastern State has, in 1917, conducted a thorough examination into prison conditions?

A.—New Jersey.

Q.—What is meant by the "bone dry" bill which goes into effect in Alaska, January 1, 1918?

A.—It means that no person, house, association, firm, company, club or corporation can manufacture, sell, give away or otherwise dispose of, within Alaska, any intoxicating liquors.

Q.—What special precaution has been taken to prevent ships from leaving or entering New York Harbor between sunset and sunrise?

A.—A steel net has been stretched across the channel between Fort Wadsworth and Fort Hamilton.—Patrol boats have been placed on guard.

Q.—What was the first armed United States liner to make the round trip to Great Britain and return?

A.—The St. Louis of the American Line.

Q.—What is meant by "hitting the trail"?

A.—Responding to Billy Sunday's call for repentant sinners.

Q.—What member of Congress from Montana voted against war?

A.—Miss Rankin.

Q.—Who said "The world must be made safe for democracy"? And when did he say it?

A.—President Wilson said it in his war message.

Q.—Name the only man in the United States who thinks he can raise a million men between sunrise and sunset.

A.—William Jennings Bryan.

Q.—What are the Vigilantes, recently organized in New York?

A.—A body of newspapermen and magazine writers who are producing patriotic prose and verse to arouse the people of the United States to a sense of the vast importance of the war.

Q.—What is Russia's present form of government?

A.—The revolting soldiers and workingmen of Petrograd created a cabinet representing various parties which is to govern the country until elections are held. These elections will determine the form of government.

Charles Cooperstein of Boys High won a clean victory for his school and The Eagle says of him:

Born in Russia, looks like a good type of Irishman, and speaks with a clean-cut almost British accent. He is a seventh termer at Boys High and lives at 275 Dumont avenue.

Seventeen years ago he entered the world in southwestern Russia, and six and a half years later was brought to the United States by his parents. With the naturalization of his father he automatically became a citizen.

He was a consistent winner. Cooperstein said that he was trained for the struggle thru the regular elimination contests at the school and by being well quizzed by his brothers and sisters at home. He was a very modest winner.

The Eagle gives this instructive and inspiring story as to one of the five dollar prize winners:

In these days it is an extraordinary thing to find a young woman of 17 years whose accomplishments include not only playing the piano and mandolin, but sewing, cooking, making candy and baking cakes. This ought to be enough to win any miss of 17 a niche in the Hall of Fame, but when, in addition to this, this same young woman steps out at four Eagle events and, from the pick of the school children of Brooklyn, takes a $5 prize at each one she becomes the subject of somewhat extended comment.

Hannah Shapiro, senior in the Girls High School, runner-up in the Current Events Bee last night, took her fourth $5 prize. Her record thus stands today as follows:

Won a first prize of $5 for writing the best story on the "Pied Piper of Hamelin" in 1911.

May 19, 1916, won a second prize of $5 at The Eagle Current Events Bee.

May 17, 1917, won a $5 prize in the Suffrage contest conducted thru The Eagle, the contestants guessing the prominent men of Brooklyn who favored votes for women.

April 27, 1917, won another $5 at The Eagle Current Events Bee.

Miss Shapiro modestly disclaimed any credit today for her victory and bestowed it all on the team from the school. She asked the reporter to mention especially Miss Eleanor Poudin and Miss Minnie Aaron. "They answered the very hardest questions of all," said she.

"I would have liked to win the first prize for the honor of the school, but not for myself," she said.

Miss Shapiro is a member of the Girls High School Debating Society, of the Arista Society, and treasurer of the Loyal League. Her father and mother were born in Russia.

We have given the story of this contest at some length under the belief that hundreds of other newspapers in the United States can conduct "Current Events Bees" with benefit to their communities, to the pupils in the schools, to the country and profit to themselves in local goodwill and community interest. Besides, there are other lessons, and among these, from the fact of the nationality of the winners, Russia is evidently contributing good blood toward furnishing the very best material for the founding of American cosmopolitan citizenry. If Russia is correctly typified by these youths, there is every reason to believe that liberty and free government will be firmly established and will endure in that great land.

# Louisiana Press Association

## Always Reads National Printer-Journalist with Much Interest

New Orleans, La., May 8, 1917.

Mr. B. B. Herbert, Nat'l Printer-Journalist, 4618 Ravenswood Avenue, Chicago, Ill.

Dear Sir:—Enclosed is a brief account of the proceedings of the recent thirty-eighth annual meeting of the Louisiana Press Association, clipped from the Donaldsonville (La.) Chief, which you are welcome to make use of in the N. P.-J. as you choose.

The president of the Association was authorized to appoint delegates to the convention of the National Editorial Association to be held at Minneapolis July 9-12 next, and we are announcing the fact thru the State press and inviting applicants.

Please find enclosed my check for renewal of subscription to the National Printer-Journalist, a publication that I always read with much interest. With cordial regard,

Fraternally yours,

L. E. BENTLEY,
Secretary.

### The Convention

The growing and thriving city of Alexandria was host to the thirty-eighth annual meeting of the Louisiana Press Association, and the representatives of the state's newspapers who were fortunate enough to attend the convention had a very agreeable and helpful time.

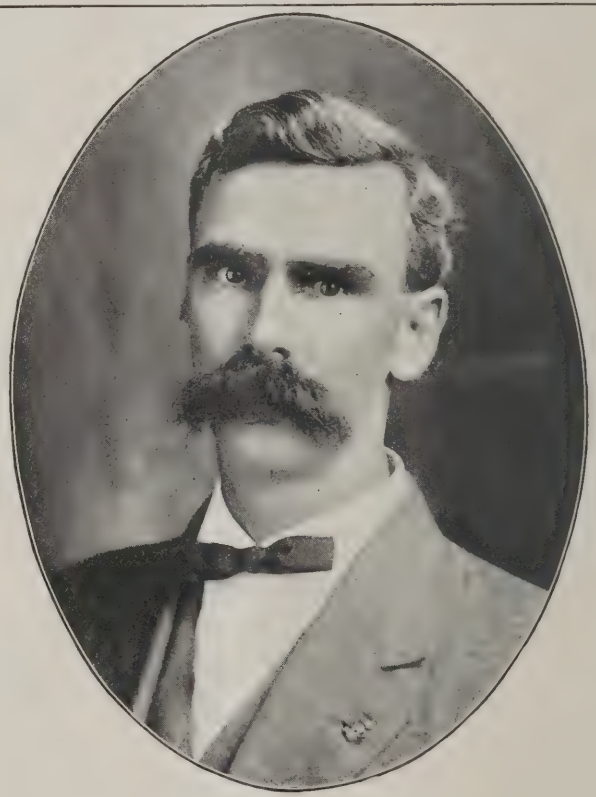
The first session opened Monday, April 23, at 2 o'clock, in the City Hall, and was welcomed by Mayor W. W. Whittington in the name of the city, and by M. L. Alexander commissioner of conservation, who spoke for the state in the unavoidable absence of Governor Pleasant on account of illness. Appropriate responses to the welcome addresses were made by Mrs. J. Vol. Brock, editor of the Franklinton Era-Leader and president of the Louisiana Press Association, and by Hon. John Dymond of the Louisiana Planter and Lower Coast Gazette, and Hon. W. T. Holland of the St. Helena Echo.

The admission of twelve new members, appointment of committees, reports of officers and reading of the president's annual address comprised the business of the first session. Mrs. Brock closed her address with an eloquent appeal to the patriotism of the press, and a request that the members join in singing "The Star Spangled Banner," which elicited a hearty response.

The Monday night session of the convention was given over wholly to hearing and discussing papers presented by lady members. Mrs. Conrad J. Lecoq of the Pointe Coupee Banner dealt with "Relations of the Press of Louisiana to the Louisiana Press Association," and her effective handling of the subject had much to do with her election as a vice president of the organization two days later. Mrs. Cammilia L. Breazeale, the talented editor, publisher and proprietor of the Natchitoches Enterprise, spoke without the use of manuscript on "The House that Jack Builds," and took occasion to refer to the large and ever increasing share the "Jill" of the present generation have in the constructive work of the nation and the world. Miss Hattye P. Buckner, editor of the Amite Times, pictured "The Mission of the Country Press" in forceful terms, depicting ideals that every editor should be glad to adopt.

Tuesday's forenoon session was devoted to discussion of committee reports and the topics presented in two addresses, "The Power of the Country Press." by Hon. E. M. Stafford, president pro tem. of the Louisiana senate. and "The Progress of Journalism," by Fenn A. Leaming of the Mansfield Enterprise.

At the Tuesday afternoon session three papers were read and debated: "Neglected Sources of News," by W. E. Krebs of the New Orleans Bee; "The Editorial Page," by W. H. Bennett of the Clinton Southern Watchman, and "Importance of Knowledge of American Institutions," by H. G. Goodwyn of the Colfax Chronicle. "Print Paper Prices" was the subject of a talk by W. M. Knight of New Orleans, representing the supply house of E. C. Palmer & Co., Ltd., and candor compelled the speaker to confess that he could not comfort his hearers with any assurance that these prices would show any falling tendency in the near future. The report of the committee on resolutions was submitted and adopted, comprising recommendations for changes in the libel and public printing laws of the state; abrogation of the occupation tax on editors; indorsing the course of the president and congress of the United States in avoiding war as long as possible and declaring it when honor and Justice left no other recourse; and expressing appreciation of the many courtesies shown the association by the people and hotels of Alexandria, the railroads of the state, the officers of the Pineville Hospital for the Insane and the Saenger Amusement Company. At the Wednesday session further resolutions were passed unanimously favoring the adoption of the state highways project that only lacked two votes of a two-thirds majority in the lower house of the general assembly last year, and strongly indorsing the warning and appeal of the president and



SAVERY M. LEWIS
President Louisiana Press Association
Editor Daily and Weekly Leader, Ruston, La.

secretary of agriculture to the people of the southern states as to the patriotic duty and absolute necessity for producing and conserving food for the maintenance of the human and animal population of this section.

A visit to the Pineville hospital and an automobile ride "around the horseshoe" followed adjournment Tuesday afternoon, and an elegant reception and musical at the palatial Hotel Bentley at night rounded out the second day's program in a most delightful manner.

Adoption of committee reports, selection of New Orleans as the place of meeting next year, and unanimous election of the officers hereafter named concluded the work of the convention on Wednesday, and the editors forming the contingent that "sat in the game" to the end dispersed in various homeward directions filled with pleasant memories of their annual reunion. The pilots chosen to steer the barque of the Louisiana Press Association for the ensuing year are as follows:

President, Savery M. Lewis, Ruston Leader; first vice-president, James N. Turner, Lake Providence Banner-Democrat; second vice-president, Mrs. Conrad J. Lecoq, Pointe Coupee Banner, New Roads; secretary, L. E. Bentley, Donaldsville Chief and New Orleans Press Club; treasurer, L. Lipp, West Carroll Gazette, Oak Grove.

# Publishers Must Do Their Share

## H. H. Bliss, Secretary Wisconsin Daily League

There are hopeful signs in the new state organizations which are forming for business that publishers are awakening to the part they must play to interest foreign advertisers.

Much can be said to the up-to-date publishers, both weekly and daily, regarding publicity matters and what may be done to secure more advertising for ther columns. Those who have carried on any sort of investigation or have observed the trend of increased business in either large or small papers have found that the newspaper itself has met the advertiser half way, or has done everything possible in order that the conditions might be changed or brought to a point where the advertiser is willing to come in and spend his money because he knew to a certainty that he would get results from the investment.

This then brings us to the point which is responsible for this article and to a brief explanation of what in my mind has been a greater factor along educational lines for the newspaper publisher than most anything that has been developed in recent years. The Wisconsin Daily League has been the power which has brought to its own publishers the realization that co-operative effort was necessary with the advertiser and because of the success which has resulted from this line of work, of other wide awake publishers in other states, daily and weekly publishers as well, asked the how and why of the co-operative plans pursued by this League.

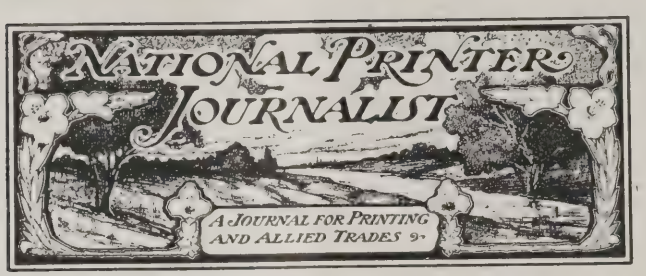
Briefly, some eight or ten years ago publishers in Wisconsin, (and I take it that the same condition is noticeable in other states) found advertising of the state from a newspaper standpoint was being carried on by the metropolitan papers of Milwaukee, the metropolis of Wisconsin, and claims were made by those papers that they covered the state completely. This condition will be found true in other states where there is a large city. That we have been successful in combating that erroneous impression is best evidenced by the applications for membership, which have come from the Milwaukee papers to the Wisconsin Daily League. Our fields are separate, however, and our interests are not mutual. It is better for our own proposition that we do not combine.

The Wisconsin Daily League, as already stated, found that by co-operating with the manufacturer, so that his goods are well represented locally and all angles of the proposition cared for to the end that the publicity would fall upon the richest soil and bring the best results, the manufacturer was then assured of positive return on his publicity investment.

The writer has been invited by President Tomlinson to say something about the advertising secured thru the Wisconsin Daily League at the annual meeting of the N. E. A. and he will attempt to explain how the activities of these Wisconsin publishers has resulted to the benefit not only of the publishers of this League but to all the publishers of the state.

That the work of the Wisconsin Daily League is recognized in other states is shown by the inquiries which are being received constantly from publishers in other states, both daily and weekly. These publishers request information about the organization and work of this Association with the idea in mind of forming similar organizations. In fact, a goodly number of associations have already been formed.

(It may be permitted, right here, to state that the National Printer-Journalist, in reports and articles, has spread abroad facts as to the work of the Wisconsin Daily League and other associations, and modestly claims part of the honor for progress and the awakened interest.—Editor.)




RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN B. HERBERT - - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate
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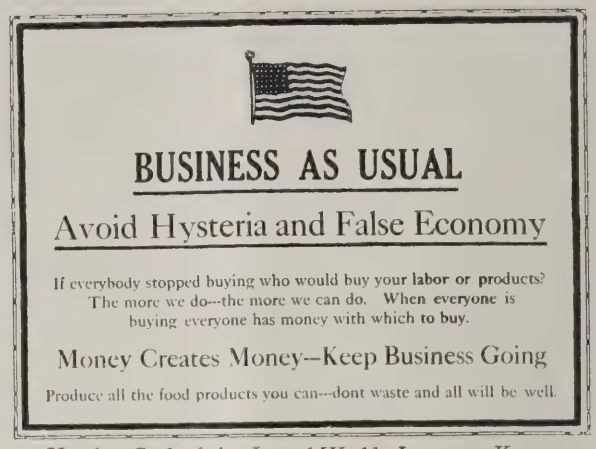
CHICAGO ILLINOIS JUNE 1917


BUSINESS AS USUAL
Avoid Hysteria and False Economy
If everybody stopped buying who would buy your labor or products? The more we do---the more we can do. When everyone is buying everyone has money with which to buy.
Money Creates Money--Keep Business Going
Produce all the food products you can---dont waste and all will be well.

Hanging Card of the Journal-World Lawrence, Kansas

Reports from Secretary Schlosser indicate a large and enthusiastic convention of the National Editorial Association at Minneapolis July 9, 10, 11 and 12. The papers and addresses to be presented will be by able and experienced, practical men and women and will be of great value in helping to useful knowledge and methods for permanent improvement and increase in business—better standards and higher standing of newspaper making. Probably changes will be made in the itinerary, following the sessions in Minneapolis, but opportunities for seeing, enjoying and learning will not be limited—everything will be arranged to afford the greatest possible pleasure, entertainment, interest and instruction.

As stated in the article, "Travel and Help Your Country," from Leslie's Weekly, reprinted elsewhere in this issue of the National Printer-Journalist, with sincere approval: "These are days that are trying to the stoutest heart and the strongest physique. This summer, more than ever before, will the great majority need a vacation to put them in the best physical condition to meet 'the winter of discontentment' and to cope with the trials that inevitably come to everyone in a war-torn land. In the next year there will be demands on all of us to meet with fortitude the changing fortunes of war. Are we going to be ready in body and mind to meet them? If so, remember a vacation is a necessity and this is the time to prepare."

The enrollment, up-to-date, for the convention is large and Mr. Schlosser writes: "Do business as usual" is the slogan. Minneapolis is to give all who attend a splendid time, while the program, as prepared by President Tomlinson, is a strong one and should be a sufficient incentive. "Let every member of the National Editorial Association make it a special point to be at Minneapolis and do everything possible in urging others to attend. As one member from Missourie says: 'Keep up the punch.' Send in your dues. Make early reservations at the hotels."

Soldiers must be had in times of war and to serve as a soldier in the cause of liberty is an honor as well as a duty. If a citizen can meet the responsibilities of life and serve his country in the army better than in any other way, then his duty is plain. Every citizen owes his best services, but serving in the army is not the only way to be a patriot, or to give that highest service which every citizen owes to his country, to his home and to humanity.

Selective conscription in a free country is the most democratic and the most equitable. It is patriotic to enlist, to offer one's self where danger calls, but volunteering to serve in the army is not always best for the country, nor for the individual, nor his family. Soldiering, like serving on a jury, should be considered a duty, which no one should seek to avoid, but jurors are chosen by selection and finally accepted on their qualifications to serve rightly, and all whose conditions are such that jury service would interfere with or would prevent their meeting, the binding and higher obligations of life, are excused upon examination or reasonable proof. No one is expected to volunteer for jury service. The country is interested in the proper carrying on of the affairs of life and of preserving each citizen for the work for which best fitted and from which the country will realize the greatest and most permanent good. It is not for the country's welfare to have youth, driven by impulse, or by an exaggerated view of the glory, or the idea of sacrifice or patriotic devotion, to rush into the army regardless, sacrificing lives that are priceless in their promise and possibilities,—to endure hardships and face dangers and death—where others, possibly less enthusiastic would serve with equal or greater efficiency, with less loss to needed business, to necessary production, to progress and community welfare, to their families, their communities and the country at large.

These propositions are given with the idea

that he serves his country best when and where he serves it most effectively and efficiently, considering all his equipment, obligations and fitness.

We are inclined to the view, that Americans have come to over-value the grandstand act, the parading in the limelight, instead of exalting preparedness and the performing of those things necessary to all permanent success. A sad evidence of this has been made known at different times, in the urging young men to enlist and then rushing them off to camps with no proper preparation for supplying them with those things necessary to proper maintenance, protection and health. There is nothing heoric about the commissary department but one of the greatest commanders of all times—to give homely force to the fact—said that "armies travel on their bellies." Food, clothing and shelter are more necessary even than cannons or machine guns, rifles, bayonets, or swords. He is not the best general who leads in the deadly charge but he who provides for the comforts and wants, and guards the health, and, so far as possible, the safety of his men. Back of the army are all of the industries and means that supply their needs and all else in homes, government, civilization, and all enlightening, sustaining, humanitarian institution, that make military service worth while. He who "plants and sows, and reaps and mows" serves his country just as honorably and essentially as he who fights her battles at the front. He who conducts a good newspaper, inculcating right principles, standing for righteousness, justice, liberty and good government, encouraging and promoting needed industries, better and greater production, wise enterprise, preparedness and thrift, with broader knowledge, benevolence, loyalty and good will, may be able to render his country much more valuable service than by carrying a rifle, flying an aeroplane, or firing a cannon or machine gun. There are times when men need to drop all else and fight. There are times too, when victory is made surer and more speedy by the rushing forward of volunteers to give aid and courage, to snatch victory from the very jaws of defeat. Happy the nation whose heads recognize such occasions, who urge and accept volunteer service and rush men to the rescue. Such an occasion is passing in this country today, but, in the end, the keeping of all productive industries up to the hightest efficiency, all the fields, shops and mines, pouring out their products, transportation lines in operation, every member of every useful calling busy, commerce and trade at its full power, are the sure ways to reach a sure victory, a permanent success and a lasting peace. Every person should feel that "he must do his bit," his share and must make his share as large as possible. This should be made an era of expansion, not of curtailment—trade as well as production should be made greater, not less. "There is that scattereth that increaseth, there is that withholdeth over much that tendeth to poverty." This country will never be saved by merely cutting expenditures in the name of a false economy. Do not curtail but expend liberally and expend generously and enable others to thrive and grow and keep busy. Never before has this country had such wealth, such opportunities, such demands for all the products of labor—every opportunity should be improved, every possible resource used and expanded.

* * *

That was a most valuable statement, made by Mr. Walter H. Beall in his address before the editors in attendance upon the Newspaper Short course of the Iowa State College, Ames, Iowa, May 3rd and 4th, when he said: "Much news is of that which exists as well as of that which happens. Such news is in every community and can be secured if the editors will take the trouble." This fact is strikingly illustrated by the "Scenic and Northwest Industrial Edition" briefly reviewed elsewhere in this issue. "News of that which exists" is of the highest importance to the newspaper in the useful and widening field of community service and community building, from which the most profitable and permanent usefulness and profits are being reaped by progressive, modern, up-to-date newspapers. By the way, this "Newspaper Short Course" proved especially valuable and the brief account kindly furnished by H. R. O'Brien for this month's issue, will prove most profitable reading. The newspaper men came together, wholly for the conscientious study of their calling and studied from early morning until late at night with no interruptions to take their minds away from the subject in hand. They got the truth straight without evasion, fear or flattery. The criticisms given were as wholesome as they were true. We sympathise especially with the remarks on proof reading. Typographical mistakes have made us white headed—even in the very prime of life at three score and ten plus four—we have blamed the composing machines, that, at times, seem to make two new mistakes in a slug for every one that has been corrected, and, then haste and over confidence permit the paper to go to press. When the magazine reaches the editor, the mistakes confront and wound like a dagger in the hands of an assassin,

# Should the United States Government Pay for Advertising?

## The Business Side

From different sources come questions as to the wisdom of the Government—which no one wants to criticize in war times—as to the placing of the Liberty Loan.

Advertising space, especially in these days when paper is from 165 per cent to 300 per cent higher than before, and all else has advanced in price, costs money, while it is the principal commodity that the publisher has to sell.

A suggestion was made by the head of the Associated Advertising Clubs of the World, that if properly advertised in the newspapers, the bonds could easily be sold at three per cent instead of three and a half per cent. If this were true, there would be a saving of twenty-five million dollars a year to the Government in interest on five billions of dollars of bonds. No one could guarantee this, but very strong arguments were made and assurances given that one million dollars in advertising would turn the trick. The Government, in its wisdom, or unwisdom, concluded to give this twenty-five millions annually in interest to those who had money to loan rather than to try the experiment of advertising in the newspapers. Possibly the Government was right, past experience on what were termed the "Windoms" would seem strongly to indicate that the advertising men were right. The only difference from the former loan referred to is the very much larger issue of bonds, but the country is many times richer now than then. The investing in United States bonds is in many cases very much like putting out the money at interest and yet for many purposes still having the money. There is little doubt that these bonds will be at a premium in a very short time. The fact is that the saving in taxes in large cities, like Chicago, makes the bonds more profitable than loaning money at current rates, in large amounts, at five per cent per annum. It would seem that all that was necessary was to make the people understand the facts. Certainly no greater appeal to patriotism would have been necessary than is now being made. We are not a prophet nor the son of a prophet, but we are very much inclined to the belief that the different Liberty Loan bond issues will be over-subscribed. They are safer than stocks or mortgages; there can be no trouble as to the possibilities of bad titles, default in paying interest or capital, of depreciating of the security or of loss from bad management of corporations, no trouble as to re-loans or as to idle money between loans. The bonds are splendid for banks and capitalists. They are good for anybody who can spare the money. The only question is as to whether they would not have been abundantly or sufficiently attractive to meet ready sale at three per cent with a saving of twenty-five millions a year to the Government, which will have to be made up by the people in the end thru increased taxes to the amount of $750,000,000 in thirty years.

However, the newspaper publishers who will have to pay their share in increased taxation and who are threatened with being driven out of business by increased postal rates, are asked to contribute millions of dollars in free advertising to popularize the loan, and, in all probability, as a result, to boost the premiums on the bonds to the direct benefit of the purchasers. Now we are not complaining—we want some of the bonds ourself—we are proud of the patriotism of the newspapers that are freely advertising the loan, still, with such light as we have, we rather sympathize with the views of our old friend of Hastings, Minnesota, who asks the printing, from the Hastings Gazette verbatim et literatim, in the National Printer-Journalist, of the following correspondence as to Government advertising:

### A GREAT OFFER

Federal Reserve Bank of Minneapolis
Ninth District
Office of the Chairman and Federal Reserve Agent
May 10, 1917.

Mr. Irving Todd, Hastings, Minnesota.
Dear Sir:

The Secretary of the Treasury of the United States has placed the entire responsibility for the sale of the "Liberty Loan" in the states of Minnesota, Wisconsin, the Dakotas, and Montana in the hands of the Chairman and Federal Reserve Agent of the Federal Reserve Bank of Minneapolis. A large committee of citizens here and thruout these states have donated all of their time to the government that these bonds may be sold in the shortest possible period. Many of metropolitan newspapers, farm papers, and foreign language papers have offered to donate to the government whatever size is deemed a sufficient amount of advertising space.

All donations of space will be reduced to definite dollars and cents basis. Those who care to give the amount of space required are to send receipted bills to the Federal Reserve Bank. These bills are to be at the regular card rates. Records will be kept of all such donations, and the formal thanks of the government sent to the

donors. The committee will report the exact amount of space, in money, used in the campaign, and thru this method give the United States government a demonstration of the selling power of advertising so that in the future the government may determine whether or not it cares to ask for donations, or whether it prefers to pay for such publicity at regular card rates.

All of this advertising will be sent out as plate matter, and all advertisements in the daily newspapers will be four columns wide, measuring full length of column. The committee feels that eight such advertisements in The Gazette Paper will be the maximum needed. Plates for the first four advertisements will be sent out at the same time, and the remaining space not used unless the committee feels it is needed.

If you care to make such a donation to your government at this time and under these conditions, will you please fill out the accompanying card and mail it at once.

Yours very truly,

MM-A MacMartin, Chairman.

Advertising Committee—MacMartin, MacMartin Advertising Agency; B. S. Bull, Washburn-Crosby Company; Walter J. Driscoll, Cushing & Driscoll.

While duly flattered at this unexpected recognition of the pulling qualities of The Gazette as an advertising medium, I feel compelled to decline the large draft upon our limited space for, to me at least, sufficient reasons as follows:

1. In my candid opinion it would not do the cause a particle of good in this community, therefore useless.

2. While Hastings is becoming widely known as a promising factory town, thru its products, none of its citizens, so far as I know, have any interest whatever in either the manufacture or sale of war munitions, consequently have no ready funds to invest in side issues.

3. That the present proprietors of The Gazette are too busy trying to raise money enough to pay their current bills to consider still further drains upon their steadily decreasing resources. I managed, alone, to keep the paper alive during the dark days of 1861-65, and, with the present efficient assistance, hope to do it again, notwithstanding the proposed war taxes and the increasing demands of an unreasonable Postmaster General.

4. An advertisement four columns wide and ten inches long, or forty inches in all, costs according to our net card rates, just $8 even money. Four insertions $32. No figures are given upon the four insertions held up as an additional inducement. They are seldom called for, anyway.

5. I do not fill out the post card and mail it today as suggested, for the reason that I am no longer in control of the business end of The Gazette. The man now at the desk says "no," and that settles it.

6. He intimates, however, that he might consider a 50-50 proposition, that is half down and the other half in good bankable paper. How will that strike your boss?

Fraternally yours,

Irving Todd,

Editor of The Gazette,

Mr. MacMartin, Minneapolis, Minnesota.

### The Other, the Patriotic Side

In all that has been written, printed, or reprinted, the side of the publishers, whose stock in trade, as stated, is principally advertising space, has been as fully stated as the information at the time, conditions and space would permit.

On the other hand, the Liberty Loan is unsurpassedly large, there were, on that account, fears that it might not be readily taken up and any lack in that direction would be interpreted as a sign of weakness. The proceeds of the loan were largely to be turned over to the different allied powers whose needs were pressing and who were satisfied to give proper obligations or bonds to cover the principal and interest, for each of the loans to the separate nations, so that the people of this country would be saved from actual payments of the bonds or interest. Speedy realization on such amount of bonds as to meet immediate demand was essenital. So far as the current expense is involved on the part of the United States in entering and carrying on her part of the war, it has been proposed to meet this largely by direct taxation. It was argued that this expense should be borne by this generation, and, certainly, there is some reason for this, because the generation has made large profits from the war purchases in this country and is likely to make much more.

The Government receives no possible profit or direct benefit from the loans to the allied nations, it is an act of friendliness and helpfulness, and at the same time, a direct benefit and concern to this Nation in that it was aiding the allies to win in the cause of liberty and government by the people. The battles of the allies became our battles.

It was at once evident that nearly all interests were ready to share in the work of placing the loan. The banks on their part, gave all their force and organization to the cause—even stopping the dealing in other securities to aid the cause. The great dailies volunteered to advertise and to place the bonds, acting in part for the Gover ment and then as the representatives of their patrons or readers. Great business houses did the same. While the newspapers in no way depreciated the value of advertising space, they realized that, without sacrificing any other business, they could donate liberally for the good of the country, with high patriotic motives, to the exploiting of a loan in which their readers were interested and thru which they would receive a positive direct benefit, besides the general benefit coming from helping on to a victory that would mean security, prosperity, and permanent peace.

Of course the President of the Advertising Clubs of the World was right, from a business standpoint, but patriotism, service to country and helping in the cause of liberty and the rule of the people, had taken a place above business. Besides, the newspapers have had an opportunity to show both their real value and their loyal-

ty. That the Government should call on the press for such high service indicates true appreciation. The threatened danger of injustice to the press thru changed, vexatious, burdensome and, in some cases, bankrupting postal rates, has, in a large measure, been removed. The Senate has decided to strike out all provisions for increased postal rates under the zone system and resolved to treat newspapers the same as other classes of business in the way of taxation. While the press has been recognized, its patriotism has been signally displayed.

The press represents the people and the Liberty Loan is being so placed as to enable every citizen to have a part therein. It is in every sense a popular loan. Bonds are issued in denominations as low as fifty dollars, and the banks have so arranged as to make it possible to buy a bond on installment payments, beginning with an amount as low as one or two dollars and paying the balance in installments—affording a splendid opportunity for saving. It gives the chance to invest money, that could not otherwise be invested in such small amounts as can be spared from time to time and that, otherwise would be idle or be wasted, or fritted away —money that is not needed in and that can be spared from business without any loss to the business, or that can be saved from salaries or wages.

A writer in Leslie's Illustrated Newspaper quotes Gates W. McGarrah, President of the Mechanics and Metals Bank of New York, as saying: "It is the wage earners who are to be reached, not the banking institutions. To preserve the industrial and commercial stability of the nation the banks must not be expected to tie up any large part of their resources in the government loan."

One redeeming feature is that nearly, if not all, the money received from this loan, and probably more with it, will be paid out to farmers and manufacturers of this country and every worker will get his share. This must result in an era of great prosperity.

The writer in Leslie's, in his article aptly quotes the following statement from J. I. Holcomb of Indianapolis, Indiana: "Seven thousand millions of dollars has been voted by Congress to be used for war purposes. Most of it will go for new, additional business in this country, because practically all of this money will be used for purposes that are not ordinarily considered in the economic scheme of things. Immediately or eventually, it will go to every part of the country—$350 per family. Think of what that means! Take, for example, Franklin County, Ohio, with approximately 44,000 families. $350 per family means $15,400,000 to go back into Franklin County for new business. To even a small county like Delaware County, Ohio, with 5,400 families, it means $1,890,000 for new business." (Written May 25, 1917.)

## TRAVEL AND HELP YOUR COUNTRY

These are days that are trying to the stoutest heart and the strongest physique. This summer, more than ever before, will the great majority need a rest and a vacation to put them in the best physical condition to meet "the winter of discontent" and to cope with the trials that inevitably come to everyone in a war-torn land. In the next year there will be demands on all of us to meet with fortitude the changing fortunes of war. Are we going to be ready in body and mind to meet them? If so, remember a vacation is a necessity and this is the time to prepare.

Americans have been accused of being a hysterical people. Naturally we dislike being described in uncomplimentary terms, but often we merit them. A sane, sensible and practical economy during war days is to be commended in rich and poor alike, but the hysteria of economy that has possessed the land since the United States entered the war is to be condemned. As a result in many business institutions hundreds of employees have been laid off because of a reduced amount of business. In these days it is best to keep money circulating within reasonable bounds. Ten dollars in circulation can do good many times over, but ten dollars hoarded does no one good. One of the best ways of spending money this year will be in "Seeing America." In buying a railroad ticket you not only purchase pleasure and health for yourself, but help the railroads, the most practical aids the country has in an hour of emergency, and in turn help America generally, for we are told that one in every sixteen persons in the United States has a beneficiary interest in the railroads.

Even tho the railroads have been called upon to curtail their service sufficiently to give 4,000 engines to our Allies for use in France, there will probably be just as good service, tho perhaps not so many trains, as ever for the legitimate tourist and traveler; the movement of troops, even if reaching large proportions, will not interfere with regular trains and no one is likely to be stranded far from home because of interrupted railroad service. At the worst the traveler will meet with only slight inconveniences and to bear with these gracefully will be as much a patriotic duty as to "See America Again."—Leslie's Illustrated Newspaper, N. Y.

## VERY BEST INVESTMENT

The Fairfax Standard,
Fairfax, Renville County, Minn.

National Printer-Journalist, May 25th, 1917.
Chicago, Illinois.

Gentlemen:—Enclosed please find check for $2 covering my subscription to the National Printer-Journalist up to March, 1918. I have always considered the $2 spent for the National Printer-Journalist as being one of my very best investments and hope to continue taking it for years to come.

Printers and newspaper editors owe B. B. Herbert more than they ever pay in subscription money to his paper, hence these deserved words along with my remittance.

Very sincerely,
PHIL PLOOF,
Editor.

# Early Traditions of Red Wing The Hoo-poo-hoo-sha Calumet

## By Dr. W. M. Sweney

Red Wing, Minn., May 19, 1917.

Hon. B. B. Herbert
Chicago, Illinois.

IN REPLY to your request for something in regard to the traditions of the Indians affecting the history of Red Wing. Indian tradition is always very interesting but never reliable, for it is so very much mixed with and colored by superstition. The Indians were so apt to mistake effect for cause that they did not arrive at proper conclusions.

An Indian village, located at what is now known as Red Wing, has been an historical fact since the year 1688 when Franquiline published a map in Paris locating a large Indian town extending from the present site of Red Wing and continuing in a westerly direction to and beyond what is now known as Cannon Junction, about four miles out, and named it "Heminecha," or to be more accurate. "Hem-Mena-Cha," being a compound word describing the topography of the locality, "Hem,' the Indian word for hill; "Mena," water, and "Cha," wood, the things essential to an Indian's life.

According to tradition, the Indians occupied this country for many centuries prior to 1688, as is corroborated by the evidence presented in the shape of thousands of mounds and earth works that are scattered over the surface of the ground in this vicinity, built by the ancestors of the natives whom Hennepin found inhabiting Red Wing in 1680.

The Indians who occupied the present site of Red Wing have always been known thru tradition and history as the Red Wing band of Sioux, or as they, the Indians, insist on being called, the Dakotas; Sioux being a name given them by their hereditary enemy the Chippewas and meaning enemy.

Rev. J. W. Hancock, an early missionary who came to Red Wing in 1849 and who was conversant with Sioux language, gives the spelling of the Indian word for Red Wing as follows: "Hoo-poo-hoo-sha," all of which means Red Wing.

The first and earliest time in any historical record or in any Indian tradition that the name of Chief Red Wing is mentioned is found in the narrative of Lieut. Zebulum Pike of the United States Army, who made a voyage up the Mississippi River in 1805, when he met a chief by that name at this place on September 18th, and five days later met the same chief at the mouth of the Minnesota River, on September 23, 1805, and calls him by the name of Walking Buffalo, he being the last chieftain to sign the treaty by which the land now occupied by Fort Snelling was conveyed to the United States.

In the "Handbook, American Indians" the following appears: "Red Wing—the name of a succession of chiefs of the former Heminecha band of Medewakonton Sioux residing on the west shore of Lake Pepin, Minnesota, where the city of Red Wing now stands. At least four chiefs in succession bore the appelation, each being distinguished by another name. The elder Red Wing is heard of as early as the time of the Pontiac War, when he visited Mackinaw, and was in alliance with the English in the Revolution."

Chiefs of the Red Wing band, historically known, are as follows: Walking Buffalo, Wacouta, Wabasha, The Wind Walks, Roman Nose, Shakea, and Iron Cloud. All of them were known as "Chief Red Wing," but distinguished by another name.

Rev. J. W. Hancock in his history of Goodhue County gives the following information in regard to Chief Red Wing—"that he acquired his name from the color of his blanket." Col. William Colvill, of Gettysburg fame, in the history of Goodhue County by Cooper, page 40, has the following to say: "Red Wing's titular name was Waccuta, The Shooter. This was always the head chief's title — the same as that of the chief who captured Hennepin. He had the name Hoo-poo-hoo-sha, from the swan's wing which he dyed scarlet and carried."

I am inclined to believe that Col. Colvill's version is the correct one and that the tribe of Indians inhabiting this region received their title "Red Wing" band from their standard, banner, or calumet. This band of Indians had occupied this region for ages; there is nothing in tradition that would indicate that they were ever driven from their home by an enemy, and it is nothing strange that they should have great respect for a flag, or calumet, that always led them to victory.

Calumet of Red Wing Band of the Dakota or Sioux Indians
May have been something as above

For description of the flag, or calumet, and its use, I will quote largely from "Bureau of American Ethnology, Bulletin No. 30, Part 1, Handbook of American Indians"—"The Calumet is about two inches wide, ¼ inch thick, and from 18 inches to four feet long; usually perforated for a pathway for the breath of the spirit, painted with divers colors and adorned with various objects, and which may or may not have a pipe bowl to contain tobacco for making sacred offering of its smoke to the gods."

From Charlevoiux (1721)—"There were calumets for commerce and trade and for other social and political

purposes; but the most important were those designed for war and those designed for peace and brotherhood." "The calumet was employed by ambassadors and travelers as a passport; it was used in ceremonies designed to conciliate foreign and hostile nations and to conclude lasting peace; to ratify the alliance of friendly tribes. However every nation adorns the calumet as they think fit according to their own genius and the birds they may have in their own country."

Hennepin's description of calumet—"They tie to it the two wings of the most curious birds they find, which makes their calumet not much unlike Mercury's wand, or that staff ambassadors did formerly carry when they went to treat of peace. When war is contemplated, not only the shaft but the feathers, with which it is dressed, fit according to their own genius and the birds they may have in their own country."

In view of the fact that we have no positive information, either historical or traditional, that a chief by the name of Red Wing ever existed, and on the other hand there being many chiefs of the Red Wing band of Indians known as "Red Wing," I am of the opinion that Red Wing derived its name as suggested by Col. Colvill —from the war calumet adopted by the councilors of this band of Indians ages ago, which consisted of the shaft about four feet long, colored red, perforated the entire length, decorated with the profusion of gray feathers, white weasel skin, swan's down, and other feathers dyed red, arranged in such a manner as their savage notion of beauty or art would dictate, the color red being the Indian's color to indicate a war banner.

The first white person to visit this region and leave a record was without doubt Louis Hennepin, who sometime in May, 1680, stopped at Red Wing and returned in September of the same year, accompanied by Duluth.

The reproduced sketch of a calumet or banner, herewith, I think conforms closely to those described in the government's work. Only the shaft, the wing and the two feathers should be red, for in Indian lore or law the color scheme is of the greatest importance.

* * *

# News Notes—United Typothetae and Franklin Clubs of America

Secretary Jos. A. Borden, United Typothetae and Franklin Clubs of America, is devoting a large portion of his time to the Three Year Plan of Activity, and is doing considerable traveling about the country addressing various meetings of printers and allied business men. On every hand he is receiving the moral and financial support of all the industries and individuals correlated to the printing craft.

Cost Accountant T. W. McGlaughlin, United Typothetae and Franklin Clubs of America, who has been installing cost systems in Mitchell and Sioux Falls, South Dakota, and in the near vicinity, has about completed his work. The printers are very enthusiastic over cost work and there are but few printing concerns in that locality that are not now operating under the Standard Cost Finding System. Business conditions have been greatly improved thru this work of the National organization.

At the last quarterly meeting of the officers and Executive Council of the United Typothetae and Franklin Clubs of America, held on April 20th and 21st, the following resolution was passed:

> "That the Executive Council of the United Typothetae and Franklin Clubs of America, in session assembled, recommends to its members, that in all cases where employees leave the employment of its members to enter the service of the country for war purposes of any character, that such employees have their employment restored to them without prejudice at the termination of such war service.'

The installation of the Standard Cost System by the staff of Cost Accountants of the United Typothetae and Franklin Clubs of America is becoming of greater conquence daily. Many contracts are in force thruout the country and the staff from headquarters has more than they can conveniently handle, and, as a result, many printers are forced to wait for this service.

The evidence of this is encouraging, because it shows the real desire on the part of the printer to know more about his cost of production, which, after all, is the foundation upon which his business is built.

Printers can receive the Treatise on the Standard Cost System if they will write to the National Office in Chicago. This book is a valuable aid and an interesting and instructive compilation.

It is noticeable in compiling the Composite Statement of Cost of Production this year that the reports received at National headquarters, United Typothetae and Franklin Clubs of America, are more accurately compiled by each individual. This shows the development of the Standard Cost System and the fact that members are keeping their books in better shape so that the information can be readily compiled. Where members return their statement and it does not conform to the methods and principles of the Standard System, the blank is returned with instructions as to how to perfect it. This is a valuable service which is being very much appreciated by the entire membership.

A certificate of Cost Finding for the year 1917 issued by the United Typothetae and Franklin Clubs of America, is almost daily being sent out to members who have qualified. Qualification for one of these certificates is made thru the receipt at National headquarters, of the member's cost statement of the past year. Considerable work is required in checking each individual statement and for this reason some of the members have not yet received their certificate, due entirely to the fact that the staff of accountants at work on these forms have not yet gotten to the individual's report for checking and for the further receipt of mark of approval by the Cost Commission.

Printers contemplating revising or installing cost systems should first consider the Standard Cost System of the United Typothetae and Franklin Clubs of America. This is recognized as the cost system for the printing office. A Treatise on the Standard System can be obtained by addressing the office of the National organization's Secretary, 608 S. Dearborn St., Chicago, Ill.

It will be but a short time before the Thirty-first Annual Convention of the United Typothetae and Franklin Clubs of America. The Convention will be held in Chicago this year and this central location will make it convenient for all delegates and visitors. The program committee consisting of A. E. Southworth and Fred W. Gage, are lining up an interesting program of addresses on topics of vital importance to the business and it behooves every printer to attend this coming meeting.

The dates are September 17, 18 and 19.

Secretary Jos. A. Borden, of the United Typothetae and Franklin Clubs of America, addressed the printers of Michigan and Wisconsin at their respective state conventions held during the month of May. These meetings at Detroit, Michigan, and Madison, Wisconsin, were largely attended by printers and newspaper publishers and the messages delivered by Mr. Borden were enthusiastically received.

Reports from headquarters, United Typothetae and Franklin Clubs of America, indicate that before many months the Standard Price List will be in the hands of all wide awake printers, judging from the increased demand for this book. Some printers are of the opinion that this book is sent to members of the organization only, but this is not the case, it can be purchased for $5.00 per copy. Write to the office of the Secretary, 608 South Dearborn St., Chicago.

## LET EVERY ONE DO HIS BIT BY KEEPING AT WORK

### War Will Not Stop Holding of Conventions

Fred Houser, Secretary of the Association of Convention Bureas Outlines Conditions.

"Thru the Association of Convention Bureaus, of which I am Secretary, I have been for several weeks in close touch with the secretaries of bureaus in thirty-three of the larger cities, and all members of this association agree that we can do our 'little bit' by doing 'business as usual.' There have been no developments as yet that warrant the postponement of but very few conventions.

"Conventions have to be held; they are necessary to the progress of the country, as they accomplish an end that can be brought about in no other way so easily or successfully. This is a time of patriotism, when the North needs to know and understand the South; when the West wants to stand shoulder to shoulder with the East. Acquaintance only can bring this close relationship, and this knowledge of other sections of the country is best obtained by people from all sections coming together for business or pleasure.

"The members of the Association of Convention Bureas do not advocate lavish entertainment at any time. Bodies holding conventions are realizing more and more that elaborate entertainment is a burden, undesirable and unnecessary.

"So, we all have our work, and right now a large and important part of it is to do 'business as usual,' in so far as we are able. It is the duty of every American citizen to do his bit toward keeping business conditions in these United States as normal as is possible. Unwise and unnecessary retrenchments in its own way can do the country as a whole as much, if not more harm than a limited food crop.

"This is a time when all sections of the country should stand close together and the programs of conventions should be arranged along patriotic lines."

## PROTESTS ESPIONAGE

The following telegram was sent by Dean Walter Williams of the School of Journalism of the University of Missouri, President of the Press Congress of the World, to members of the Senate and House of Representatives while the so-called espionage bill was under consideration:

"On behalf of executive committee of the Press Congress of the World I respectfully protest against enactment into law of press censorship section of so-called espionage bill. The consequences possible in enforcement of proposed provision are full of peril to freedom of the press. Without such freedom it will be impossible to accomplish the war's object, which President Wilson has eloquently stated to be to vindicate the principles of peace and justice in the life of the world as against selfish autocratic power and to set up among really free and self-governed people of the world such a concert of purpose and action as will ensure the observance of those principles. The uncensored and unfettered press free to tell the whole truth and comment thereupon is imperatively necessary for the mobilization of public opinion, to promote and protect liberty and democracy."

## LINOTYPE EXHIBIT AT THE A. N. P. A. CONVENTION

What was declared to be one of the most impressive exhibitions of modern composing-machine efficiency centered in the exhibition of the Mergenthaler Linotypes at the Waldorf-Astoria Hotel during the convention week of the American Newspaper Publishers' Association, April 23 to 28. The importance of the duties which weigh upon publishers in these momentous times is appreciated, and was shown by the deep interest of the various newspaper representatives in Linotype efficiency. Ranged around the exhibition room, Models 3, 8, 9, 14, 17, 18, and 19, with proof of their accomplishments displayed in numerous interesting specimens of printing, were eloquent testimony of the ability they offered to the editors to fit "action to the word." At no previous exhibition were so many orders received by the company as on this occasion.

That there is "a Linotype for every purpose," and that the Linotype can be adapted to every purpose of composition, was interestingly shown in the exploitation of the manner in which the 48-point, 54-point, and 60-point display heads of the New York American and Evening Journal are composed to meet the requirements of the frequent issues of these newspapers each day. Frank Smith, the superintendent of the American and Journal, is justly proud of the efficiency of the Linotypes in his charge; and, bulletined on a special head-letter Linotype equipped with head-letter described, there appeared each day of the convention marked copies of the American and Journal giving proof of efficiency and time-saving from a well-satisfied executive.

The Ludlow Typograph was surrounded almost continually by groups watching display letter being made the all-slug way, and many of the delegates and visitors proved the simplicity of the mechanism by doing some casting themselves.

The Linotype Slug Router effectively proved its value as a base-maker for mounting cuts the Linotype way, and the Mohr Saw on a Model 9 disclosed its ability to deliver Linotype slugs trimmed to any variable length to run around irregular-shaped cuts.

The Miller Saw demonstrated its capacity as a universal utility machine in the newspaper office or printing office, and the Thompson Type-caster showed the slug-casting methods when applied to single-type making gave results superior to everything but the best in that specialty.

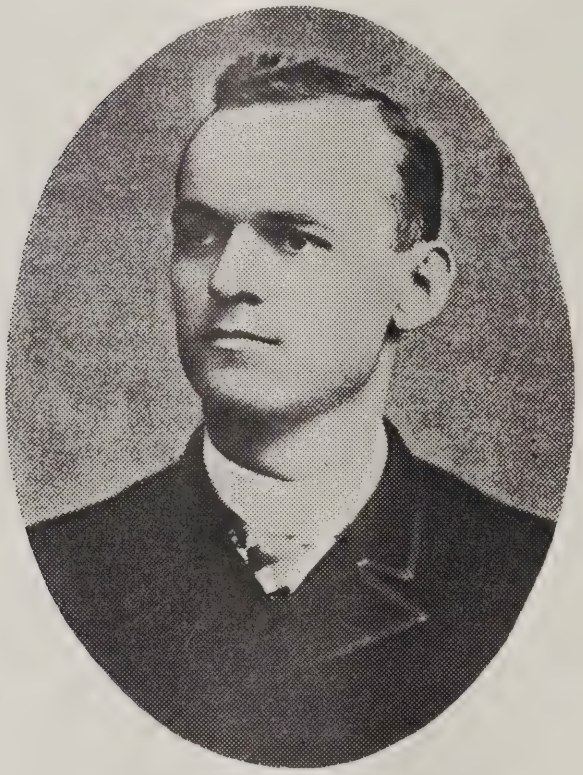
The Hammond Copy-writer showed where time and money can be save by preparedness in copy, enabling the advertising man to show to the printer exactly what he wants and thus avoiding resetting thru misunderstanding or lack of visualization on the advertising man's part when he does not know what an ad will look like till he sees it.

# The Man Power

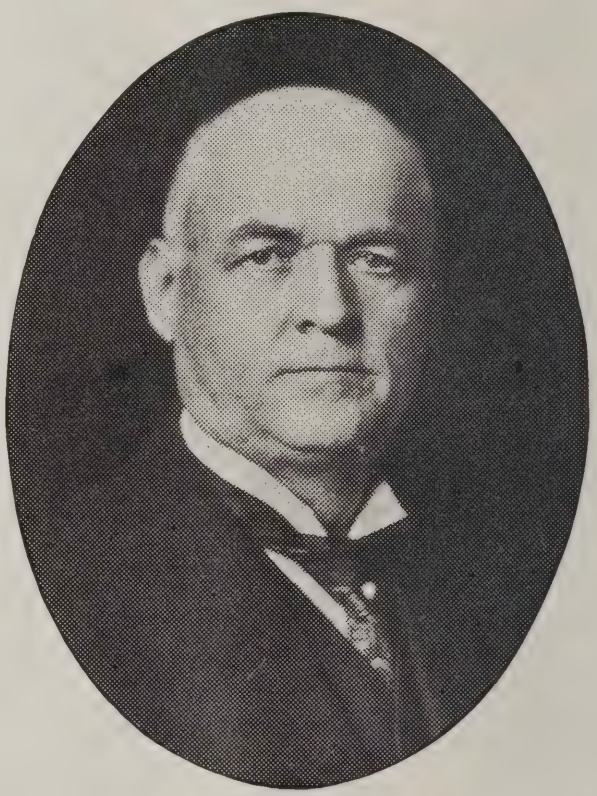
## Given First Place In An Anniversary Edition

THE Kokomo, Indiana, Tribune celebrated its Thirtieth Anniversary, May 9th, with a splendidly gotten up newspaper, of thirty-six pages.

While the regular departments, of this paper of metropolitan standards, were fully sustained, very complete and entertaining articles gave the history of the paper and told of its makers, of the city's builders "who have gone to the beyond."



J. A. KAUTZ
In 1887



J. A. KAUTZ
In 1917

"The man power" was properly given first place to the omission of the usual exploitation of the mechanical and material. An editorial as to this special edition's somewhat exceptional idea in celebrating growth and attainment, contains the following interesting, suggestive and practical thoughts:

### Introducing the Talent

It is a habit of newspapers on occasions like this to display pictures of buildings and machinery and point to them as the important and vital things in the equipment which make for success.

The Tribune might follow this time-honored custom and make a showing of its physical properties, which are complete, modern and up-to-the-minute in capacity and efficiency. But this is wholly unnecessary. The readers of the newspaper who see its well printed pages know that its product has a quality which is possible only from the very best machinery operated by the most capable workmen.

Buildings and machinery are not to be lightly esteemed, but they are not of the highest importance. Any one with sufficient money can get them. They represent nothing more. They are but the skeleton, from which the form and mind and soul of the newspaper are lacking.

Recognizing that man power is the one supreme and indispensable thing in the making of a newspaper the Tribune introduces to its readers in this special anniversary number the men and women who compose its editorial, mechanical and business staff.

We venture to suspect that the first impression of all readers will be one of surprise that so many people are required to prepare and print this newspaper. The number pictured in this edition is twenty-seven.

They are select men and women, every one of them.

The record for longest continuous service of any of the employes is held by H. A. Rayburn. His name appears on the books as a carrier boy as far back as May 1, 1887. His regular employment began April 22, 1896, as a reporter. On July 1, 1897, he was transferred to the business office in which he has served continuously to the present time. Next to him in continuous service is E. M. Souder, who began his work in the editorial and news department on July 1, 1897. These two men hold the

honors as veterans, but there are others who are only a little behind them in the period they have been in the harness. The rule is that capable people never resign from service with the Tribune.

It is this fact of uninterrupted tenure which gives the Tribune organization its highest efficiency. In the matter of unity of purpose, harmony of action, fidelity to duty and loyalty to the newspaper's best interests, the organization now serving leaves nothing to be desired.

This is why we take pleasure in introducing to Tribune readers, in this special anniversary number, the people who make their favorite newspaper. Turn to the pages, look them over and observe what really good looking folks they are.

Newspaper publishing has been looked upon as a somewhat precarious business, yet when a comparison is made, for a series of years, it has been found, on the whole, to be far above the average in dependableness over other lines of business, when conducted with any proper degree of industry, efficiency and enterprise, and now, after thirty years, the "Boss" of The Tribune,—whose portraits of "then and now" are given herewith,—finds that of the scores of business houses in Kokomo, that only one survives under the same management as three decades ago.

Intensely interesting articles appear in this issue as to the business establishments and institutions of thirty years ago, of "Patriarchs of Yesteryear," "The Old Town As It Looked In 1887," "Prominent Men Who Have Gone To the Beyond," "Changes in Lawyers and Doctors," "Youth of 1887," and so on—the "Man power" always being kept to the front. However, here is part of the account of the Tribune's mechanical equipment of 1887, that will revive memories, pleasant and otherwise, in the minds of many of the publishers of the early '80's:

The mechanical equipment was up to the standard of those days in Indiana county seat newspaper. It included a Potter drum cylinder press driven by a gas engine, a primitive contraption of a motor which frightened all horses, and human beings as well,, coming within hearing of the terrific detonation of its explosions.

Gas engines at the time were yet in the experimental stage, little known in this part of the country and not in general use anywhere. This particular motor, the Sombart gas engine, was a crude affair, and as prolific a source of trouble as any contrivance which ever came from the brain of man. It gave a single explosion to the revolution of the driving shaft, but it gave that one with prodigious energy (sometimes) and always with a terrific report which was heard well out into Clay township. The exhaust was directed westward and its capacity to annoy the people and frighten the poor dumb beasts had a wide range.

Much may be inferred as to the growth of the Tribune from the fact that while there were only four employes on the Tribune in 1887, now, notwithstanding the introduction of labor-aiding devices, of type machines and other wonderful improvements, there are twenty-seven employes, whose portraits are given in this anniversary issue, and of whom, as indicated by their portraits, the editor has good reason for his expressions of pride, when he asks the readers of the paper to "look them over and observe what really good looking folks they are."

The Kokomo Daily Tribune is a model newspaper, up to date in every way, observing the rules so often given in the National Printer-Journalist and deserving the liberal advertising patronage shown in this anniversary edition,—most excellently presented, typographically, and every other way. Many of the advertisements are full pages and are set in strong, clear tpye of one series, with no over-display and an abundance of whiting-out.

The Muncie (Ind.) Press gives the following instructive, appreciative and enlingtheningly useful criticisms of this issue, that we print, in conclusion, for its real value to newspaper workers.

The Kokomo Tribune recently issued a unique special edition in celebration of the completion of thirty years of progress under the present management—that of J. A. Kautz, who, tho still a young man, has become one of the veterans of the newspaper business in Indiana.

The unusual feature of the edition was its intensely human character. Instead of being devoted, like most such editions to a review of the material development of the town, it dealt almost entirely with the people of Kokomo's past; not only the prominent people, but the interesting people in all walks of life. These character sketches of the people of this typical midwestern town are photographs from real life that are fit to be filed in the permanent archives of the community, and the reading of them suggests the value to any paper of long continued association of the management of a newspaper with the daily life of the people of the locality. There is something very human about a good paper; it takes on the color of the community in which it is published more and more with the passing of years; this identification of a newspaper with the life of a city is an invaluable asset to the community and the paper.

Few newspapers could issue such an edition as this one of the Tribune. Few papers are presided over by people so long and intimately connected with the life of a city, which in the case of the Tribune, has grown from village to city proportions during the life time of the present management. And then few papers command the literary talent capable of producing such a paper. The Tribune has an individuality which puts it in the class of Howe's Atchison Globe and White's Emporia Gazette in the unusual sense of possessing literary charm as well as human interest. It is to be hoped that Mr. Kautz and his associates, especially his right hand man, Ed. Souder, will round out another thirty years or more with the Tribune. They are doing something more than merely running a business enterprise; they are maintaining and developing an institution of wide spread influence for good not only in its own community, but thruout the state, since in many an editorial sanctum the Tribune is not only read but patterned after to the good of Hoosier journalism.

# Eighth Annual Journalism Week at the University of Missouri

## A Japanese Banquet with Eminent Japanese Among the Speakers—A Journalism Week of Great Interest and Profit—Leading Editors of the Nation Give Their Views—Seven Missouri Organizations Hold Session

A "MADE-IN-JAPAN" banquet was the climax of the successful Journalism Week held at the School of Journalism of the University of Missouri, Columbia, Mo., May 14-18. The decorations, favors and most of the food for the banquet were donated by the government of Japan and came from that country. The large gift was intended to indicate the good will which exists in Japan toward the United States and to advertise the industries of Japan.

Two Japanese speakers were on the program at the banquet, May 18. Saburo Kurusu of Chicago, consul for Japan, gave practical reasons why Japan, as a commercial nation, must keep the good will of the United States. There are three problems between the United States and Japan: That of immigration, which was settled satisfactorily in 1908; of Japan's desire to annex the Philippines, which, according to Mr. Kurusu, she will never indulge at the expense of trouble with the United States; and of her relation to China, which is purely commercial. "Neither the United States nor Japan can save China as a separate power—she must save herself," he said. Katsuji Kato of Chicago, editor of the Japanese Student, reiterated the expressions of friendship. He said that the Japanese were glad to accept friendly criticism and learn from the United States, and that, in turn, the United States might learn something from Japan.

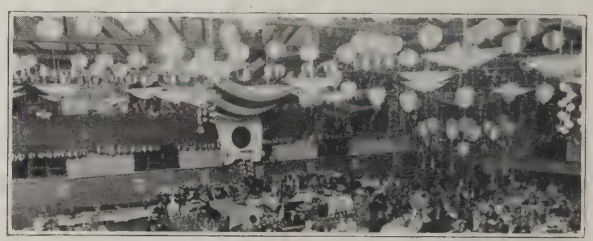
View in Front of Switzler Hall, School of Journalism, Sixth Annual Newspaper Week, University of Missouri

Other speakers were Gerrit Fort of Chicago, of the Union Pacific Railway System, Dr. A. Ross Hill, president of the University of Missouri, Karl Walter of England, Frederick D. Gardner, governor of Missouri, and Arthur Killick. The toastmaster, Dean Walter Williams, read telegrams, cablegrams and letters from President Wilson and members of the American Cabinet, the Japanese foreign minister and other men in public life, expressing their sympathy with the movement to establish friendship between Japan and the United States. A friendly telegram was sent to a similar banquet held in Tokyo the same night by the newly formed Japan-America Friends Society.

The earlier part of the week was spent by the visiting journalists in making friends and exchanging ideas. Sessions were held every morning, afternoon and evening and a day was given to each of several phases of newspaper work. Wednesday was given over to discussions on the service of a newspaper to its community. Emphasis was put upon the place of the rural press as a leader of the public in matter of moral, social and economic uplift. It was agreed that the newspapers could do this by keeping their columns clean and by taking a stand upon every question of public welfare. J. L. McQuie, editor of the Montgomery City Standard and a member of the Missouri Legislature, suggested that the Missouri Press Association could furnish the rural press with legislative news, thus enabling the press to serve its public by informing them of the doings of their representatives.

### Advertising Problems Discussed Thursday

Fixed, and, if possible, standardized rates of advertising was the keynote of the argument. Henry Schott, advertising manager of Montgomery Ward & Co., indicated that advertising space was a valuable product, since it helps the merchant to sell his wares and the people to buy helpful and progressive goods, and should be sold at its true value. G. L. Caswell, field secretary of the Iowa Press Association, told of the work which his association has done to standardize and raise advertising rates, and of the benefits derived by the publishers, advertisers and consumers. Steps were taken by the Missouri Press Association to do some of the work described by Mr. Caswell.



View of Corner of Hall, Japanese Banquet, University of Missouri, May 18, 1917

The field for women in journalism was taken up on Tuesday afternoon. Miss Katherine Richardson and Mrs. Lily Herald Frost, one speaking as a general reporter on a metropolitan paper and the other as the editor of a rural paper, agreed that a woman in newspaper work has to sink her femininity and compete with men if she is to succeed. A woman is under some disadvantages in newspaper work, but she can succeed if she is as good or better than the available men. The war will open a field for newspaper women which they can keep if they show that they are capable of filling it.

The value of various sorts of news and the writing of editorials were the subjects of talks Tuesday morning by Henry P. Robbins, editorial writer of the St. Louis Globe-Democrat; Curtis Betts, political reporter of the St. Louis Post-Dispatch; U. L. McCall, correspondent of the Associated Press, and E. M. Watson, editor of the Columbia Tribune.

A "Canterbury Soper" closed the first day of Journalism Week on which the Missouri Writers Guild met and told their own experiences in writing so that they might profit by others' mistakes and successes. The Missouri Press Association and the Missouri Women's Press Association held meetings during the week to elect officers and formulate plans for the coming year. The Missouri Association of Afternoon Dailies and the Intercollegiate Press Association held meetings Wednesday afternoon. The Associated Advertising Clubs of Missouri also had a meeting. A Missouri High School Press Association was organized for the mutual benefit of the high schools thruout the state which publish papers.

The addresses given Tuesday, Wednesday and Thursday evenings were of a less technical nature. Oswald Garrison Villard, president of the New York Evening Post Company, sees in the present war crisis an opportunity for the American press to re-establish itself in the esteem and trust of the public by moulding the minds of the people against war and reaching its ideal of calm and conscientious judgment. Roy W. Howard, president of the United Press Associations, described the press associations of the world. Edwin A. Krauthoff of Washington, D. C., in his lecture on "The Newspaper and the Law," said the foundation of justice is the divine influence which is a conscious part of every person. He presented it as a duty of the newspapers to further justice by teaching and encouraging the public to "do unto others as you would have them do unto you." W. D. Boyce, owner of the Boyce list of newspapers, in a talk on press censorship, said that the government should suppress crop reports because that is information which will help the enemy. To suppress these reports would be to kill food speculation, thus helping the American public to get foodstuffs at a lowered price.

Charles W. Palmer of New York City judges the value of a newspaper by its character, just as he would judge a man. Reliability and conscientiousness make a paper valuable to its readers and to the community in general. Karl Walter of England, told of his experiences in running a newspaper in England during the war, bringing out the fact that censorship is intended only to protect the country from the enemy and not to hinder newspapers. He explained the enormous responsibility of the censors in deciding what is to be published and what shall be suppressed. Richard Lloyd Jones, editor of the Wisconsin State Journal, emphasized the duty of every newspaper to study all public questions and take a definite stand upon them. A newspaper has no right to overlook things because they are unpleasant or discouraging, because it is the right of the people to know what the actual situation in the world is.

This was the eighth annual Journalism Week held at the University of Missouri.

## A MOTHER OF THE ILLINOIS PRESS

With a well earned gratitude and loyalty to his mother, Editor Charles Bradshaw signalized the passing of her eightieth birthday by showing her motherly face, in half-tone from photograph, at the top of column on the first page of May 24th number of his paper, the Carrollton (Ill.) Patriot, with the following tribute:

"She was eighty last Sunday—eighty years young. She walked to Sunday school, three-quarters of a mile and back home, and prepared the birthday dinner. She is 'doing her bit' this spring by putting in a garden to offset the H. C. L., and takes great pride in being able to do it. She has been accustomed all her life to household cares and duties, and these still constitute her chief enjoyment, tho she does still enjoy an occasional afternoon in society or at her club. She resents any suggestion that at 80 one should rest—rest as an occupation to her means rust; and she believes firmly that active employment is most essential to physical and mental health.

"She takes a great interest in current events and in the newspapers—especially the Patriot, in which she has held the position of chief adviser for twenty-nine years. A year ago her picture and an interview appeared in a Chicago daily, which gave her the title of 'Mother of the Illinois Press Association.' She admits also that she is the mother of a country editor. Her name is Mrs. Mary Bradshaw."

Mrs. Bradshaw has won the right to the title of "Mother of Illinois Press Association" by her presence at and interest in the meetings for nearly three decades. For over a quarter of a century she has attended the conventions and excursions of the National Editorial Association, with evident interest in and enjoyment of the

MRS. MARY BRADSHAW

different sessions and of the instructive, recreating, pleasure-giving journeys and entertainments, herein are found some of the reasons why she is young at eighty years of age,—interest in life and change of scenes, associations with happy folk, earnest in work and play and sincere in friendship, some of the very best people in the world.

Her son, on request, has kindly furnished the following brief sketch of her life, with her portrait, for publication in the National Printer-Journalist of which she has been a reader for many, many years:

Office of The Patriot,
Carrollton, Ill., June 1, 1917.

My dear Friend Herbert:

**"A Sketch of My Eighty-Years-Young Mother"**

Ordinarily I am tongue-tied and a halting typist, but there are so many things to be said about Mother, and all good, that both you and Mother would call me down before I could get fairly started.

I'll try to tabloid what I think are the most interesting points:

She was born in Fulton County, Illinois. You know yourself what a glorious thing it is to be born in Fulton County.

And her name was Mary Smith. The Smiths are quite a prominent family, but to her intimates she sometimes admits being related (somewhat distantly perhaps) to both the Lincolns and the Grants—families that have members even more distinguished than Capt. John Smith.

She married young, and became a mother before she was 20, taking on the care of a rather puny boy baby, who had a crooked foot and a crookeder disposition. By her own efforts she straightened the club foot, with better success than modern surgeons do such things, and with like tender, but heroic treatment, she did her best in shaping the character of the boy. The most heroic thing a loving mother does is to keep herself from spoiling her child.

She had ambitions for her boy, but his own ambitions, backed by meager attainments, settled down to the humble and homely life of a country editor, she accepted the situation, and counseled him to go in and make the best of his calling.

There are few landmarks in her life—few things out of the ordinary. When her little boy lost himself in a 640-acre corn field, she mustered nerve sufficient to first drag the well. When she saw a rattlesnake coiled in the path over which he must come home with the sheep, she called into play all her courage and the heavy garden hoe, and despatched the rattler. But mostly her Mother service has been of the every-day and all-the-year-round sort, that one cannot adequately put into words, and thanks to a kind Providence, she is still rendering that service in the sweetest possible way.

She is the best Mother in the world, and I suppose there are thousands in this country like her. If there were not, we'd be a bad lot all around.

Well, this isn't much of a sketch, and if it isn't what you wanted, it has at least done me some good to write it.

Yours truly,

CHAS. BRADSHAW.

## THE SOCIETY OF INDUSTRIAL ENGINEERS

Chicago, May 28, 1917.

The Society of Industrial Engineers, a permanent, national organization, the membership of which is to comprise men and women who are industrial engineers, professional technical engineers, accountants, managing executives of commercial and industrial activity, writers, educators and students, was perfected into an organization in this city Saturday night. The society will be permanently organized in Washington, D. C., June 15th, on which date the directors have been called to meet.

Charles Buxton Going, for 20 years editor of the Engineering Magazine, New York, was chosen provisional President and pro tem chairman of the board of directors which was chosen at the Saturday night session. This board, comprising 15 prominent men from various sections of the United States, the majority of whom have accepted, includes:

Charles Buxton Going, New York; C. E. Knoeppel, industrial engineer and organization counsel, New York; Frank Gilbreth, industrial engineer, Providence, R. I.; E. C. Shaw, vice-president The B. F. Goodrich Co., Akron, Ohio; Harrington Emerson, industrial engineer, New York; Charles Piez, president the Link Belt Co., Chicago; Irving A. Berndt, Manager Betterment department, Joseph T. Ryerson & Son, Chicago; G. DeA. Babcock, production manager the H. H. Franklin Mfg., Syracuse, N. Y.; Williard E. Hotchkiss, dean Northwestern University School of Commerce, Chicago; Harry Franklin Porter, Detroit Executives' Club, Detroit, Mich.; H. Thorpe Kessler, President Western Efficiency Society, Chicago; Dexter Kimball, Cornell University, Ithaca, N. Y.; Morris L. Cooke, industrial engineer, Philadelphia; C. Day, industrial engineer, Philadelphia; Herman Schneider, School of Engineering, University of Cincinnati, Ohio.

Thus far the names of Charles Buxton Going, E. C. Shaw, A. F. Knobloch, H. T. Noyes and Charles Piez have been mentioned for president.

Temporary committees are now at work. Upon completion of the organization its services will at once be tendered to the Government, thru Howard E. Coffin, chairman of the Advisory Committee, Council of National Defense, and such other committees as can utilize the services of the Society of Industrial Engineers.

The temporary executive committee consists of Irving A. Berndt, chairman; F. M. Simons, Jr.; Thorpe Kessler; H. A. Rose, G. C. Dent, Harry Franklin Porter, C. A. Knoeppel, Williard E. Hotchkiss, S. T. A. Loftis and Charles Buxton Going.

G. C. Dent is temporary secretary and H. Thorpe Kessler, treasurer.

Temporary membership-planning committee, Messrs. Loftis, H. P. Gould, Edwards, Porter and Dent.

Temporary membership-qualifications committee, Messrs. Berndt, Knoeppel, Hotchkiss, Kissler, and one member to be added later.

Temporary constitution committee, Messrs. Hotchkiss, Porter, Bond and Cresap.

Incorporation committee, Messrs. Dent, Hotchkiss and Loftis. Incorporation to be effected at once under the laws of the District of Columbia.

Temporary headquarters is established at 327 South La Salle St., Chicago, in charge of G. C. Dent, temporary secretary.

The provisional president, Mr. Going, left Chicago Sunday afternoon for Washington, to make necessary arrangements for the meeting of the newly elected board of directors on June 15th, also to confer with Messrs. Coffin, Godfrey, Ryerson, Price and others.

The plan of organization adopted provides for a service or promotion bureau under the direction of a vice-president, and divided into two sections:

One—Advisory.

Two—Performing.

This is separate and distinct from the organization of the Society proper, altho under the direction of the president. The function of this bureau is to list as soon as possible all the industrial specialists in the country who may be qualified to serve as advisors or as actual directors of efficiency work.

From these two groups of Advisors and Performers the Society will draw the talent necessary to carry on whatever work may be delegated to it in connection with perfecting preparation for war.

All men who possess qualifications that would enable them to serve in either or both of these sections are urged to get in touch with the acting secretary of the organization, G. C. Dent, 327 South La Salle Street, Chicago, as soon as possible.

EXECUTIVE COMMITTEE,
I. A. Berndt, Chairman.

## IN THE DEAD HEAP

The old-time sales manager who did not believe in advertising and who would not expend any money in that line, is now in the dead heap. These men thought only of cutting down expense slightly and making a little more on what they sold. They did not figure on building up

new business. All forms of advertising add weight to a selling campaign. Newspapers must be used as well as other means of legitimate advertising.—Chas. Hayte, N. Y. City.

## SERVE YOUR COUNTRY BEST BY KEEPING THE YOUTH IN THE SCHOOLS

### Where Skimping is Not Economy, But Treason

Office of the President,
The University Oklahoma,
Norman Oklahoma,
May 29, 1917.

The National Printer-Journalist,
4614-20 Ravenswood Ave.,
Chicago, Illinois.

Dear Sirs:—I enclose herewith a copy of a letter mailed to the superintendents of schools and principals of high schools. If the ideas expressed therein meet with your approval, I would appreciate your giving the matter such publicity as may be convenient.

Sincerely,
STRATTON D. BROOKS,
President of the University.

Herewith is the body of the letter mentioned as sent out to school superintendents, and principals of high schools. We certainly approve of the ideas mentioned. This country is not going out of business by reason of the World War. There is going to be more work than ever before and a greater need for educated men and women—educated in the principles of liberty and free government. There is to be a new era of progress and prosperity and there is treason instead of economy in skimping expenditures needed to prepare our youth to perform well and successfully their parts in life.

"I call your attention to the necessity of making every possible effort to prevent the children of Oklahoma from being unnecessarily deprived of educational opportunities on account of the war. I ask you, therefore, to do whatever you can to develop public sentiment towards maintaining the district and elementary schools for full time, and to urge all parents to keep their children therein.

"May I ask you also to call to the attention of the seniors, particularly in your high school, the fact that during the coming years we shall have the greatest shortage in college graduates that the world has seen in recent years. The universities of Europe are practically all closed and a large proportion of their graduates have been killed in battle. The participation of America in the war is taking to the battlefield thousands of college men, and is taking out of the universities many thousands more who may not return to graduate. Since high school graduates are for the most part too young to enlist as privates they should be urged to enter college and devote themselves to such lines of work as will prepare them in the shortest possible time for special service to their country. It would be better for them to give the next two or three years to preparation in engineering, scientific, and technical lines and enter the service in these lines than to spend the intervening time at work and enter as privates.

"May I also suggest the desirability of urging upon these young men that they begin this preparation at once by entering the summer session.

"Similar conditions exist with reference to the preparing of girls for efficient service both during and after the war, and they likewise should be urged to remain in school and college if possible.

"If these sentiments meet with your approval, will you please see that they are given publicity in the papers of your city?"

## BUSINESS EXPRESSIONS SOUGHT ON FOOD ADMINISTRATION BILL

### Editors of Agricultural Papers and in All Farming Districts Should Be Alert as to All Matters Concerning Grain Supply

The Food Administration Committee believes that "The food supply of our allies must be guaranteed. In the next twelve months they will need eight to nine million bushels of food grains. Because of difficulties in transportation they face curtailment of their imports from India and Australia. The usual supplies from Russia and the Balkans are entirely cut off. However much our allies may economize, they will have to rely very largely upon North America.

"The harvests which North America will yield remain in doubt. Our winter wheat crop certainly will not be large, and spring wheat in the United States and Canada has yet to pass all the hazards of the growing season. Other grains, such as rye, barley, and corn, may play their part in supplying the needs of the allies, since with their people grains are to an extent interchargeable. But uncertainties in the vital matter of the food supply in time of war should be reduced to their lowest extreme.

"Our own position, too, must be considered. For us to close our markets to our allies as a means of protecting our own food supply would be unfair, unfriendly and unthinkable. If we permit them to buy without control they will obtain their requirements at any cost and on any terms, bringing on for us inflated prices, actual scarcity of bread, unrest, and social disorganization.

### U. S. Must Act Quickly

Other conditions confront us. The machinery of our grain markets has partly broken down. Representatives of grain dealers, exporters, and millers have recently agreed that private enterprise cannot this year cope adequately with the problem of handling our wheat crop under the hazardous conditions that exist in the markets. They have urged the creation in the United States of a food administration with power to act quickly and efficaciously.

"The committee asks the immediate creation of such an administration. Peace powers must give way to war emergency. The United States as a nation must coöperate with its allies in a manner which will assist them to obtain the food they need and at the same time will protect our own requirements. We believe the powers bestowed upon a food administrator will be so used as to disturb as little as possible the private enterprises of the country—will, in fact, be exercised with great caution and care, and only after the best advice experienced men can give has been obtained."

Famines and plagues are apt to follow war. Everybody should coöperate for large production, careful harvesting and conservation of all products of the land.

## READ IT A QUARTER OF A CENTURY—STILL INDISPENSIBLE

The Kokomo Daily Tribune,
Kokomo, Ind., May 26, 1917.

Mr. B. B. Herbert,
Chicago.

My Dear Mr. Herbert:—I am pleased to enclose check renewing my subscription to your magazine which I value highly and find indispensible. It is a great pleasure to read it as I have done for a quarter of a century.

Very respectfully,
J. A. KAUTZ.

# Program and Itinerary of the Thirty-Second Convention of National Editorial Association

## By George Schlosser, Secretary, Watertown

### A CALL TO SERVICE

The press is the cornerstone of enlightenment, of progress, of liberty. Its upbuilding is a patriotic duty. To strengthen and conserve it is to serve humanity in a great and enduring way. Come to the convention at Minneapolis and help with the development of the ideals and aspirations and power of the National Editorial Association and you aid the world-wide spread of democracy and the inauguration of universal peace. It is a day of great opportunities; of possibilities beyond our ken. Let us fully prepare ourselves to do our part to make them actualities. Our nation calls us to service. Let us give it our greatest service. It is a patriotic duty.

*E. H. Tomlinson, President N.E.A.*

To the Brethren of The Press:

THE Thirty-Second Annual Meeting of the National Editorial Association will convene in the city of Minneapolis on Monday morning, July 9th, at 9:30, in the convention hall of Hotel West, where headquarters have been established.

The war situation will in no wise affect this great gathering. While it is true that various organizations of a national character have abandoned their 1917 program, the National Editorial Association is not a spectacular display of pageantry, but a business organization, and the plans arranged for the meeting more than six months ago are peculiarly fitting at this critical period, and the outing for which such extensive arrangements have been perfected becomes a great factor of international concern between two governments, and as I now see the possibilities, will be one of importance affecting the relationship of the people of Canada and the United States.

FRED HADLEY

President of the Minnesota Editorial Association, who will deliver the Address of Welcome on behalf of the Press of the State.

We will therefore undertake to present in Minneapolis the greatest gathering of newspaper men and women ever assembled in the world. A patriotic meeting that will go down in the annals of history as an event of unusual significance. There is no more potent factor in promoting the sentiment of the people, and the press of this country will be conspicuous in the final adjustments that must follow a great world's war, and it becomes every one of us to learn and know more about our friendly neighbors to the north.

Before the date of this meeting it is expected that arrangements will be completed for the presence at the meeting of distinguished representatives of this and possibly other governments, and the final program so arranged as to give expression and profound consideration of the national problems now involving the nations of the Earth. To be present at this meeting will mean a great deal to the United States and to Canada, and it is no breach of confidence to add that since the declaration of a state of war by this nation our Canadian cousins have been more active and insistent on our making a personal visit than ever before, and so I do not hesitate to say that this country as well as the the two nations will ultimately benefit by the sacrifice at this time, and I am therefore looking for the largest gathering of this character ever before assembled in all the world, and also one of the most historic. It should be made a patriotic pleasure for everyone who can to be present.

### PROGRAM OF SESSIONS OF THE 32d ANNUAL CONVENTION NATIONAL EDITORIAL ASSOCIATION, MINNEAPOLIS, MINNESOTA-JULY 9, 10, 11, 12, 1917

**Monday, July 9th—9:30 A. M.**

Invocation—Past President B. B. Herbert, Editor National Printer-Journalist, Chicago.

Addresses of Welcome—

Mr. L. F. Blyler, Chairman Committee on Conventions and Publicity, Civic & Commerce Association.

Hon. J. A. A. Burnquist, Governor of Minnesota.

Hon. Thomas E. Van Lear, Mayor of Minneapolis.

Fred Hadley, President Minnesota Editorial Association.

Response—Past President J. Clyde Oswald, American Printer, New York.

President's Annual Address—E. H. Tomlinson, Morristown, N. J.

Schools of Journalism and Their Effects on the Publishing of Newspapers—Walter Williams, Past President of the National Editorial Association, President of the World's Press Congress and Dean of

School of Journalism, University of Missouri, Columbia, Mo.

The Press and the School—George A. Hubbell, Ph.D., President Lincoln Memorial University, publisher The Mountain Herald, Harrogate, Tenn.

PAST PRESIDENT JOHN CLYDE OSWALD
Who will respond to the Address of Welcome

Reports.

Announcements.

Afternoon—Street cars to Minnehaha Falls and Lake Harriet, to University Farm for dinner and evening entertainment.

**Tuesday, July 10th—9:30 A. M.**

The Value of a Field Secretary—S. G. Goldthwaite, President Iowa Press Association, Boone, Iowa.

From a Woman's Point of View—Bess M. Wilson, Redwood Gazette, Redwood Falls, Minn.

Getting General Advertising—N. A. Huse, Vice President American Press Association, New York.

Finding the Cost for the Ordinary Newspaper Office—J. Roy Williams, the News-Capital, McAlester, Oklahoma.

The School of the Newspaper Man—Laurence A. Rossman, Herald-Review, Grand Rapids, Minn.

Some Elements of Success of a Country Daily—W. W. Aikens, the Star, Franklin, Ind.

Making the Paper a Community Power—Joe Mitchell Chapple, the National Magazine, Boston, Mass.

Discussion (each speaker limited to 5 minutes).

Announcements.

Ladies will be entertained at the Walker Art Gallery.

Afternoon—Auto ride on boulevards.

**Tuesday, July 10th**
**7:15 P. M.**

Committee Meetings.

**8:00 P. M.**

Advertising from the Weekly Newspaper Standpoint—Charles H. Betts, ex-President New York Press Association, Lyons, N. Y.

Symposium: Plans for a Closer Union of State and National Organizations—Led by Alva A. Swain, Secretary Colorado State Press Association, Denver Colo., and Sam. P. Harben, secretary Texas Press Association, Richardson, Texas.

Report of Advertising Committee—James C. Morrison, Chairman, Morris, Minn.

Report of Committee on Home for Retired Editors, Writers and Publishers—Frank R. Arkens, chairman, New York.

Report of Legislative Committee—George E. Hosmer, chairman, Denver, Colo.

Discussion.

Announcements.

**Wednesday, July 11**
**9:30 A. M.**

Issuing a Successful Suburban Weekly—J. C. Brimblecom, Graphic, Newton, Mass.

The Shock Absorber for Newspaper Women—Mrs. Pearl Cashell Jackson, Texas Woman's Press Association, Austin, Texas.

Getting Advertising Through the Wisconsin Daily League—H. H. Bliss, secretary, Janesville, Wisconsin.

E. H. TOMLINSON
President of the National Editorial Association, who will deliver his Annual Address

Political Advertising: What Can We Do About It?—O. M. Levang, Levang's Weekly, Lanesboro, Minn.

Where Are We Weakest?—Jason Rogers, Publisher New York Globe, New York.

A Field Secretary's Observations—G. L. Caswell, Iowa Press Association's Field Secretary, Denison, Iowa.

Country Correspondence, a Means of Securing and Holding Circulation—Charles F. Hackett, the New Era ,Parker, South Dakota.

Afternoon—Trolley trip to Minnetonka and boat ride.

**Wednesday, July 11th**

**7:15 P. M.**

Committee Meetings.

**8:00 P. M.**

Editorial Preparedness—Erwin C. Funk, Rogers Democrat, Rogers, Ark.

What Schools of Journalism Have Accomplished and Should Accomplish—Prof. W. P. Kirkwood, University of Minnesota.

Greetings from Kindred Organizations:

How We Can Coöperate—Frank B. White, Managing-Director, Agricultural Publishers Association, Chicago, Ill.

BESS M. WILSON
Red Wing (Minn.) Gazette, who speaks from "A Woman's Point of View"

Working Together Along Community Building Lines—C. M. Johnson, President National Federation Implement and Vehicle Dealers' Association, Rush City, Minn.

Reports of Secretary and Treasurer.

**Thursday, July 12th**

**9:30 A. M.**

For a Field Secretary—F. O. Edgecombe, Geneva, Neb.

The Service Side of Newspaper Work—H. J. Blanton, President Missouri State Press Association, Paris, Mo.

As Seen by the Advertising Agent—F. H. Ralsten, Vice-President Wm. H. Rankin Co., Chicago, Ill.

Hints from the Field—R. G. Lee, Field Man, University of Wisconsin.

The Cost of Producing a Country Newspaper—E. K. Whiting, Journal-Chronicle, Owatonna, Minn.

Selection of 1918 Meeting Place.

Final Reports.

Election of Officers.

Announcements.

Afternoon and Evening—Guests of St. Paul.

Song-Leader—H. B. Sykes, Clinton Courier, Clinton, N. Y.

### Itinerary and Cost

On Friday morning, July 13th, eight o'clock, from the Union Station, by special train the party will leave for a ten days outing trip covering Northern Minnesota and Northwestern Canada. The equipment for this occasion

JOE MITCHELL CHAPPLE
Editor National Magazine, Boston, Mass.

will consist of solid steel, and each train will carry a baggage car, Pullman sleepers, Dining and Observation Car. Every convenience will be enjoyed with no overcrowding.

The following schedule will be observed:

| | | | |
|---|---|---|---|
| Leave Minneapolis .... | 8:00 A. M. | July | 13th |
| Arrive St. Cloud ..... | 9:40 A. M. | " | " |
| Leave St. Cloud ..... | 10:10 A. M. | " | " |
| Arrive Little Falls .... | 11:10 A. M. | " | " |
| Leave Little Falls ..... | 11:40 A. M. | " | " |
| Arrive Staples ..... | 12:40 P. M. | " | " |
| Leave Staples ..... | 12:55 P. M. | " | " |
| Arrive Detroit ..... | 2:15 P. M. | " | " |
| Leave Detroit ..... | 3:15 P. M. | " | " |
| Arrive Crookston ..... | 6:05 P. M. | July | 13th |
| Leave Crookston ..... | 6:35 P. M. | " | " |
| Arrive Grand Forks ... | 7:50 P. M. | " | " |
| Leave Grand Forks ... | 12:30 A. M. | " | 14th |
| Arrive Winnipeg ..... | 6:40 A. M. | " | " |

Breakfast hour at Winnipeg, July 14th, 6:40 A. M. to 8:00 A. M., service aboard Northern Pacific Dining Cars.

### Tentative Itinerary West of Winnipeg

July 14th—Entire day to be spent in the city of Winnipeg. The party will be conveyed by auto and trolley cars over the city, visiting all points of interest. A reception and other features of entertainment will be extended. At promptly 24:00 o'clock, midnight, over Canadian Northern, the Editorial Special will leave for the west.

July 15th—Arrive at Dauphin 7:00 A. M. As guests of this city devotional services will be observed. At 10:00 A. M. the special will continue its journey west.

July 15th—13:50 o'clock, arrive Kamsack, where party

will be the guest of the city until 13:00 o'clock. Discrepancy in the hours caused by change of time.

July 15th—Arrive at Humboldt at 18:20 o'clock. Party will spend two hours here as guests of the city, leaving promptly at 20:20 o'clock.

July 16th—Arrive Prince Albert at 2:00 o'clock. Leave train promptly at 3:00 o'clock. Leave at 12:30 o'clock.

July 16th—Arrive at Saskatoon at 17:00 o'clock. Leave at 24:00 o'clock, midnight.

July 17th—Arrive North Battleford 6:00 o'clock. Leave 12:00 o'clock.

July 17th—Arrive Lloydminster 15:30 o'clock. Leave at 16:30. One hour stops will be made at Vermilion, and Vergreville with the time so scheduled that on

July 18th—Arrive at Edmonton at 6:00 o'clock. At this point cars will be turned over to the Canadian Pacific and at an hour not yet definitely fixed on the afternoon of the same day our party will arrive at Calgary.

SAM. P. HARBEN
Secretary Texas Press Association, who will discuss Closer Union of State and National Organizations

July 19th—Arrive at Banff.

July 20th—Arrive at Lake Louise and Rogers Pass.

Spending the major portion of two days in this, the most picturesque and romantic spot in the Canadian Rockies.

July 21st—Arrive at Medicine Hat, and later in the day at Moose Jaw, dividing the day between these two cities.

July 22nd—Arrive at Regina. At this point our cars will be returned to the Canadian Northern. After spending a portion of the day at Regina we will be conveyed without stop by way of Winnipeg to our first stopping point in Northern Minnesota.

July 23rd—Arrive Warroad 10:00 A. M. One hour stop. Arrive Spooner 12:30 P. M. Two hours stop. Arrive International Falls 5:00 P. M. Five hours stop.

July 24th—The day will be spent at Redby, Red Lake, Red Lake Agency and Bemidji.

July 25th will be spent at Coleraine, Hibbing and Virginia.

July 26th will be spent in Duluth. Leave Duluth at 12 o'clock, midnight, reaching Minneapolis at 8 A. M. on July 27th.

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Because special features of entertainment have not been covered, don't think for a moment there will be any dull hours on your hands. I have been trying diligently to secure minute details but find that our good Canadian friends are working hard to keep us all in the dark and I therefore look for many pleasant surprises, besides at this early date details for some features of entertainment to be extended have not fully matured.

After reaching our own country again, am able to say that every city to be visited will have something different on its program. All co-operating so as to avoid duplicating and the whole itinerary will be full of entertaining and enjoyable if not novel functions with plenty of time for all to enjoy the offerings.

The details of the itinerary have been arranged with a great deal of care by Mr. Will Wilke, President of the Northern Minnesota Editorial Association, assisted by Vice-President Hotaling of the National and Hon. Geo. E. Erickson, of the Northern News, Spooner.

These gentlemen have had frequent sessions held at a great sacrifice of time and expense, and it is therefore my privilege to say that no program of such magnitude has ever before been presented to the National Association where the most minute details have been thoroly considered. It will not be possible for me to speak of the pleasure that will be yours on this outing. So many things never before thought of have been taken up and worked out so completely that I must ask you to accept my statement, and my assurance that you will never have occasion to regret either the time or the money required. To pause for a moment and make a few calculations will bear out my statement. Nearly five thousand miles of travel, and fourteen days of pleasure, with all expenses paid and only $85.00.

My early estimate of the trip was from $65 to $75. Since these figures were first compiled the time has been extended and the distance increased. The plan as now outlined contemplates the issuance of a coupon book, providing coupons for all items of expense, including the convention fee, all mileage, berths, meals on and off the train, porter service and every other legitimate expense, for a period of fourteen days, an average in reality of only $6 per day, the total much less than one half the ordinary expense. Add to this the many extraordinary features of expense, the comforts of a strictly modern home while out, and it may be reasonably safe to estimate that you are getting off for less than one third actual expense.

The schedule of the train, indicating all important stops briefly tells the story.

### Are You Going?

If so, here are a few details that should have your immediate attention. The equipment such as I have already referred to cannot be had on a moment's notice, and therefore advance reservations will be necessary and a deposit of $5 as a guaranty of good faith. This amount will be returned if cancelled ten days in advance of departure from Minneapolis.

In writing the Secretary, please include the names of members of your party, accommodations desired on the train, and your assignments can be made and all inconveniences usually incident to the rush at the last moment may be avoided. This does not in any way refer to those

who have already made advance registration, as they are listed.

You can also materially aid the Secretary by forwarding your annual dues of $2.00. If you are not already a member, it is only necessary to remit the amount of the annual fees. All persons must be active members and square on the books, before any of the courtesies of the Association will be extended. Each person accompanying a member of this Association, over the age of twelve years, is required to pay a membership fee of $2.00. This is a provision of the revised by-laws.

### Special Rail Rates

At the time of the printing of this announcement, it has not been possible to obtain any eastern rail concessions and it is not expected that any inducements will be offered by any of the eastern lines, but it will not be out of place for you when purchasing your ticket to make an inquiry of your agent.

Delegates from Southern states will find a summer tourist rate to the Twin Cities in force at a considerable saving over the regular fare. Delegates from these states will please ask for these rates when purchasing their tickets.

Since the two cent passenger fare became universally effective, it's no easy job to secure further concessions.

### Hotel Rates

The West Hotel will be Headquarters.

**West Hotel**

| | |
|---|---|
| Room for one person, without bath | $1.00 to $2.50 |
| Room for one person, with bath | 1.50 to 3.50 |
| Room for two persons, without bath | 1.50 to 3.50 |
| Room for two persons, with bath | 2.50 to 4.50 |

**Radisson Hotel**

| | |
|---|---|
| Room for one person, with lavatory | 1.50 |
| Room for one person, lavatory and toilet | 2.00 |
| Room for one person, with bath | 2.50 to 5.00 |
| Room for two persons, with lavatory | 2.50 |
| Room for two persons, lavatory and toilet | 3.00 |
| Room for two persons, with bath | 4.00 to 6.50 |

**Dyckman Hotel**

| | |
|---|---|
| Room for one person, with bath | 1.50 to 3.50 |
| Room for two persons, with bath | 3.00 to 5.00 |

**Andrews Hotel**

| | |
|---|---|
| Room for one person, without bath | 1.00 |
| Room for one person, with shower bath | 1.50 |
| Room for one person, with tub bath | 2.00 to 3.00 |
| Room for two persons, without bath | 2.00 |
| Room for two persons, with shower bath | 2.50 |
| Room for two persons, with tub bath | 3.00 to 4.00 |

**Vendome Hotel**

| | |
|---|---|
| Room for one person, without bath | 1.00 |
| Room for one person, with shower bath | 1.25 |
| Room for one person, with tub bath | 1.50 |
| Room for two persons, without bath | 1.50 |
| Room for two persons, with shower bath | 2.00 |
| Room for two persons, with tub bath | 2.50 |

All rooms equipped with hot and cold running water.

All hotels here listed are operated on the European plan and all have first class cafes in connection where service is reasonable.

### Personal

There are some things which I must keep under my hat, but here are a few items of interest to you.

Bring your bathing suit. If you haven't one, get one, you'll need it.

A physician will be on the train the entire trip.

Ladies will be wise to provide a light wrap—gentlemen likewise.

Kodaks and cameras will be under Government military restrictions.

Our trains enter the Canadian country and return under bond thru customs service.

We expect to provide laundry service for those desiring it at usual charge for such service.

A National and International Associated Daily News Service will be provided on the train.

No cars will be crowded and the entire service alike to all.

If I have not been sufficiently specific, do not hesitate to write me. I am doing all in my power to make this the trip of your life, and I hope you will not be modest in calling on me for further information.

GEO. SCHLOSSER, Secy.

Watertown, S. D., May 1, 1917.

## AN EDITOR WEDS

Mr. Ludwig I. Roe, essociate editor of that execllent Minnesota home paper, the Northfield News, has become a benedict. He attended the convention of the National Editorial Association in New York City last year and took part in the delightful travel, excursions and entertainments, and witnessed the happiness of the editors who were accompanied by their wives and the especial favors and courtesies that they received; for this, or other reasons, he evidently decided that it was not good for an editor to be alone, and persuaded a good young lady to take him as husband, to love and to cherish and to help in all the good times of a newspaper editor's useful life. The marriage was on the closing day of the month of flowers, in happy, glorious May, and in time to escape the issue of the News on Friday, June 1. Then he went on a wedding trip and the "Talk of the Town" department of the News took advantage of his absence to indulge in a little good humored, facetiousness over the marriage, in the following style:

"Up at Detroit, Minn., while the cuckoo clock is his bride's parolr was tpping off the majority strokes it was allotted in the daytime—(Lud had heard this many times on the other end of the day)—the groom listened for the strains of Lohengrin to ascend from the parlor. He took from his pocket his chamois and polished the freckles on his nose a bit before he descended. He wore a beautiful black coat, half cutaway to expose an elaborate white vest fastened with real pearl buttons. On the lapel of his coat was pinned a spray of wild crab apple blossoms, his favorite flower. His trousers were of imported gray broadcloth of the latest style and were hung to hic shoulders by a pair of silk suspenders with real gold buckles. He also wore a girdle with a very handsome buckle on which was engraved his initials. He wore siyk stockings of lilac hue and a pair of nine dollar shoes that were at least a size and a half too small. For his go away gown, besides the above, he wore a soft brown coat, brown kid glove and some rice. The bride was attired in the customary attire for like occasions, reference to which appears elsewhere in this paper. He will be at home June 7 at the Community picnic."

Mr. Herman Roe, well-known to readers of the National Printer-Journalist, is an elder brother of the groom and managing editor of the News, tho it may not be fair to imagine that he toook advantage of this intimate relationship to tell so minutely of the groom's "trousseau." In our day in Minnesota, over forty years ago, the bill-book, or blotter, would have been likely to have enumerated all the items of the groom's wedding attire as to the shoemaker and to the haberdasher, who had paid their advertising ccounts in trada at the shops or stores.

# St. Louis Seeks 1918 Convention of National Editorial Association

St. Louis Convention and Publicity Bureau,
St. Louis, June 4, 1917.

National Editorial Association.
Gentlemen:—

We extend to the National Editorial Association a most cordial invitation to hold its next convention in St. Louis.

It's CENTRAL location and the fact that twenty-four railroads radiate in every direction places St. Louis in the most advantageous position to secure the maximum attendance.

This invitation is supplemented by invitations herewith enclosed from the—

Mayor of the City of St. Louis,
St. Louis Chamber of Commerce,
Associated Retailers of St. Louis,
Advertising Club of St. Louis.

We will gladly assist your local committee in making all advance arrangements for the necessary convention hall, assembly rooms, hotel accommodations and exhibit space if needed, also will assist in providing entertainments, local speakers and general publicity.

St. Louis desires your next convention and assures you that your organization will receive the utmost consideration and the members, delegates and accompanying friends will be well pleased and satisfied with the selection of this city as their meeting place.

Very truly yours,
(Signed) C. F. HATFIELD,
Secretary and General Manager.

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Mayor's Office, Saint Louis,
June 4, 1917.

National Editorial Association,
Gentlemen:—

Information has reached to the effect that your organization soon will select a city in which to hold its next convention and as chief executive of St. Louis, I desire to extend to you a cordial invitation to hold your meeting here

St. Louis, because of its geographical location and its facilities for handling meetings of every nature, has been called the "Central Convention City" and every year we have the pleasure of acting as hosts to thousands of delegates from other cities. Situated in the very heart of the United States, St. Louis is the logical city for conventions as it is easily accessible to all sections of the country. The city has long been famed for its hospitality and our aim is to make the stay of visitors one long to be remembered with pleasure.

Trusting that you will carefully consider the advantages of St. Louis and assuring you that you will make no mistake in choosing our city, I remain,

Cordially yours,
(Signed) HENRY W. KIEL,
Mayor.

St. Louis Chamber of Commerce,
June 4, 1917.

National Editorial Association.
Gentlemen:

The St. Louis Chamber of Commerce, representing our city industrially and commercially, cordially joins in the invitation that your 1918 convention be held here.

Someone has said of St. Louis—

"It blends the Culture of the
East, the Vision of the West,
the Energy of the North,
the Hospitality of the South."

If your Association shall decide to honor our city by holding its convention here, we shall do our utmost to live up to that claim.

Very truly yours,
ST. LOUIS CHAMBER OF COMMERCE,
(Signed) Paul V. Bunn,
Secretary and General Manager.

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The Associated of Retailers of St. Louis,
St. Louis, June 4, 1917.

National Editorial Association.
Gentlemen:

We, the Associated Retailers of St. Louis, composed of the sixty leading retail stores, desire collectively and individually to join in the invitation extended you by the Convention Bureau of St. Louis to make this city the place of your next gathering.

We feel sure that St. Louis is able to furnish all necessary facilities and attractions for the success of your convention and the entertainment of your delegates.

The proverbial hospitality of our city awaits you.

Very truly yours,
THE ASSOCIATED RETAILERS OF ST. LOUIS,
(Signed) K. F. Niemoeller, Manager.

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Advertising Club of St. Louis,
June 3, 1917.

National Editorial Association.
Gentlemen:

The Advertising Club of St. Louis most cordially joins in the invitation of the St. Louis Convention and Publicity Bureau and the civic and business interests of St. Louis in extending to the National Editorial Association an invitation to meet in this city in 1918.

The fact that the Associated Advertising Clubs of the World—the greatest convention that meets in this country—selected St. Louis for 1917, is the best evidence of the ability of this great central city to properly entertain conventions.

Our Association knows that the press of this city gives special consideration to conventions meeting here which we believe will be of great value to your Association.

Assuring you of a hearty welcome should you come to St. Louis, we are,

Very truly yours,
(Signed) M. P. LINN,
President.

### A City Worth Seeing

Here is a city modern in office buildings, hotels, parks, cafes and theatres, but at the same time older than the United States and rich in romantic traditions. Here is a city in the heart of hill and valley scenery that equals the Berkshires and the Palisades, but at the same time accessible by twenty-six railroads, midway between the country's geographical and population centers and within a night's ride of thirty million people.

Day by day and season for season, St. Louis will give you weather as good as any other American city, and better than most of them. Autumn and spring are perfect seasons in St. Louis.

### The Father of Waters

You must come to St. Louis to see earth's noblest river in the most majestic part of its course.

The Mississippi is too big to be appreciated from the bridges or the levee front, but take a motor or a street car and see it from the bluffs, either north or south of town.

Spread out below you at a distance of some hundreds of feet broad beyond other rivers, strong in flow beside high white cliffs, island-starred and lost in the haze of

ONE OF THE GREAT BUILDINGS OF ST. LOUIS

distance up stream and down, the Father of Waters is a sight that will make you catch your breath—one that you will remember along with Niagara or the Grand Canyon.

It will stir memories of Mark Twain and his tales of steamboat race in the old gambling days or lonesome run-aways on rafts. You will think of Father Marquette and of LaSalle, interpid French explorers, floating down alone on that broad flood with its impenetrable forests on either bank. Your fancy will picture Laclede and his little band of city builders who in 1764 came up stream from the lower French settlements perhaps to the very spot where you are standing, and founded St. Louis.

Your best northern viewpoint will be Chain of Rocks Park and a different but no less majestic Mississippi may be seen at Jefferson Barracks just south of the city limits. Here there is a well-appointed army post and perhaps the loveliest of our national burying places.

At the Chain of Rocks you will see a park (woods, fountains, gardens and all) standing on edge on the side of a bluff and below it are the municipal water works where by a unique process the world's largest mechanical filtration plant gives St. Louis water that is crystal clear and chemically pure as well.

### Two Other Rivers

While you are seeing rivers, a short excursion northwest of St. Louis will show you the Missouri. From an observatory tower that raises you higher above the water level than the Washington Monument, you may look out over 'Creve Coeur' Lake (where the Indian maiden drowned her 'broken heart') and see the second river of the United States at its widest—a few miles above its confluence with the Mississippi.

Smaller, but a gem in its way, and the best canoeing stream in America is the Meramec, which flows thru a splendid valley of crags and bluff lines. Motor, street car or train will take you to it at Meramec Highlands or Valley Park. From May to October a trip to the Meramec is worth while if you like canoeing and swimming or like to watch aquatic sports.

The city's central location and unique attractions assure a large attendance at any convention. Its ability to handle a convention crowd is tested constantly and not found wanting.

Whatever his tastes or the time of his arrival, the visitor to St. Louis will find that sort of entertainment he likes at prices he approves.

The shops—from biggest department store to tiniest specialty shop—are a revelation to the feminine visitor. She finds unsurpassed quality and variety and as to prices—ask the stars of the theatrical world why they do so much of their outfitting in St. Louis.

### Homes and Churches

It is like turning the pages of a home builders' inspiration-book to pass along any one of a hundred streets and private residence places in St. Louis.

You can see houses just as costly elsewhere but no other city shows such a variety of good taste in architecture, so much attention to grounds, shade trees and shrubbery, so many examples of what money and care can do toward making a real home.

From the old Cathedral with its ancient French inscriptions, to the new Cathedral which is the largest church in North America and the largest built in modern times, the churches of St. Louis run the gamut of old and quaint to new and splendid. Kingshighway ("The King's Highway" from one royal fort to another during the Spanish regime, and now a splendid boulevard) is a show street of churches. Temple Israel is pure Corinthian, the Second Baptist is Italian Gothic, St. John's M. E. South is neo-Greek, the Christian Science is Italian Renaissance, and north and south of them are examples of almost every style of church architecture.

Downtown on 13th Street opposite the Library, Christ Church Cathedral (Protestant Episcopal) contains a reredos that is one of the country's masterpieces of stone carving.

### Shaw's Garden and the Parks

The most beautiful place in Saint Louis is Shaw's Garden, at Flora and Tower Grove Avenues, including about one hundred acres, enclosed by a stone wall, formerly the home of Henry Shaw, and by him dedicated to this laudable purpose. Here every variety of flower and shrub is developed to its highest perfection. The hothouses and greenhouses are all arranged with scientific accuracy, filled with the finest specimens of rare and curious vegetation. Shaw's Garden is known the world over as one of rare beauty.

Adjoining this is Tower Grove Park, also established by Henry Shaw, who ornamented it with marble busts and the heroic bronze statues of Columbus, Humboldt and Shakespeare, the latter three by Von Mueller, and among the real art pieces of the city.

Saint Louis has 2,240 acres in parks, the largest being Forest Park, containing 1,371 acres, on the west of the city. It is traversed by fine driveways, thru grounds made beautiful with forest trees, lakes, flowers, shrubbery and landscape gardening. Directly in front of the Art Museum in the park is a colossal equestrian statue, "Saint Louis," by Charles E. Nuhaus. There is also a statue of General Franz Siegel, by Robert Cauer, and near the main, and most attractive entrance, at Kingshighway, is a bronze and stone fountain by Romanelli.

Lafayette Park is the oldest park in the city, and the one devasted by the cyclone of May, 1896. Despite this, it is again a beautiful park. Here is a statue of Washington, and in the exact center one of Thomas H. Benton, the first senator from Missouri, flanked by three cannons, trophies of the War of 1776.

Lyon Park, named in honor of General Lyon of Civil War fame, is a small park of 10.92 acres, located on Broadway and Arsenal Streets.

O'Fallon Park overlooking the Mississippi River, gives a commanding view of the surrounding country. The main entrance is on Florrissant Avenue.

Carondelet Park, of 180 acres, has been left practically in its natural state; contains a large lake and deer paddock and many rustic foot bridges, located on Alaska Avenue and Kansas Street.

Fairground, scene of county fairs and horse racing in the old days, is a park you must see if you are in St. Louis in summer because of the Municipal Swimming Pool. This is the largest artificial open air swimming pool in the country and has held as many as 5,000 people at a time. Under the arc lights on a warm night it is unique—as a scene of mass merry making or as an object lesson in democracy.

For the golf enthusiast the score and more country clubs on the rolling uplands of St. Louis County furnish links of rare attraction.

St. Louis has been a pioneer in public recreation work and its playgrounds also are worth a bit of study from the standpoint of citizen-making, especially the one at 11th and Mullanphy St. where the poorest children are.

If you can be at Mullanphy Square for a municipal dance (the city gives thirty free neighborhood dances each summer) some summer evening you will be especially fortunate. If you miss that go to a municipal concert at Soulard Centre—the best music is given by the city without cost in its season of one hundred and fifty concerts at all the playgrounds, civic centres and parks in St. Louis.

ART HILL IN FOREST PARK, ST. LOUIS, MO.

### Historic Landmarks

Historically St. Louis is one of the most romantic of places. Three flags floated over her on a March day in 1803 when the Spanish Governor ceded Louisiana back to France and the French tricolor fluttered down to make way for Old Glory.

In prehistoric times the forgotten race of the Mound Builders chose the terraced river bluffs at this point for those weird earth works, funeral and ceremonial, which have given St. Louis her side name of "Mound City," and the great Cahokia Mound just across the River in Illinois

still stands to interest the layman and puzzle the archaeologist.

All thru the brave old ante-bellum days the southern aristocracy made a summer resort of St. Louis. Steamboats brought them from their plantations and they stayed at the old Planters Hotel, went to Ben De Bar's Theatre (the building still stands) and fought duels on Bloody Island across the levee.

Mark Twain was a pilot in those days and tied up at the levee front. Today on the same levee front are broad beamed, chimney topped sidewheelers very like those in "Huck Finn" and "Life on the Mississippi." Pontiac and Daniel Boone, old Tippecanoe Harrison, and General Fremont are names associated with early St. Louis history.

At the old Court House, one of America's best pieces of Greek architecture, you may see the very stone block from which slaves were once auctioned and the room in which Dred Scott's suit for freedom was begun, in its shadow is the Granite Column which marks the starting point of old Boone's Lick Trial—one of the first to penetrate the great West.

General Grant once sold wood for a living in St. Louis and his log cabin is still preserved. General Robert E. Lee as a Lieutenant of Engineers in the Army superintended levee improvements here soon after he left West Point. General Sherman is buried in Calvary Cemetery, one of the two woodland burying places on the river bluffs which no visitor ever forgets.

At the Jefferson Memorial in Forest Park, the Missouri Historical Society throws open to visitors a remarkable collection.

It includes relics of the mound builders—whose faces no white man ever saw—relics of the red men who traded with the founders of St. Louis, relics of the pioneers, of the Revolutionary and Mexican Wars, and last, but not least, a fascinating assortment of Civil War relics which make one realize that St. Louis was one of "the dark and bloody" cities of that great struggle.

### Art

Your artistic tastes will be gratified by the buildings of St. Louis, by the statuary in its parks, by the sweeping vistas of Twelfth Street, Kingshighway, Lindell Boulevard and other thorofares, by the entrance to Forest Park, the Kingshighway viaduct, the Jefferson Memorial and last but not least by Art Hill.

Art Hill you must not miss. It is in Forest Park and was the center of the main picture at the Louisiana Purchase Exposition. Later it was the amphitheatre where, at the third of five civic performances, 197,000 people saw the Pageant and Masque of St. Louis, the largest audience that has ever viewed a single spectacle.

The Hill is shaped like a horseshoe and slopes down to three wide and connecting lagoons on its northern side. Crowning it the statue of the Apotheosis of St. Louis shows the old crusader king on horseback, looking out across the city that bears his name. Behind the statue is the Municipal Art Museum, inherited from the World's Fair now stored with exhibits of painting, sculpture, drawing, architecture and applied art, ranking among the best four Art Galleries in America, maintained exclusively by the city and open every day free.

THE MERAMEC RIVER, AT ST. LOUIS
The "Best Canoeing Stream in America"

Some new loan collection is added to the Museum's permanent exhibits nearly every month and in summer St. Louis art connoisseurs lend their private treasures to be hung there for public exhibition.

### Schools and Libraries

If children mean anything to you you will want to see one of the noted schools of St. Louis. You can take your choice among 115 grade schools (we suggest the Bryan Mullanphy School at Shaw and Klemm Avenues—Park car from Union Station or Washington Avenue) and then you should see the Educational Museum in the old Peabody School at 18th and Carroll Streets.

The Public Library, a fine Renaissance building, occupies the whole block on Olive and Locust Streets between 13th and 14th. Its great marble Delivery Hall is one of the most imposing rooms in the country. There are branch buildings in various parts of the city. On Union Boulevard between Cabanne and Von Versen Avenues, are the Soldan High School, a grammar school and the Cabanne Branch Library, besides several churches and

the Artists' Guild--a striking educational and civic center.

### The Universities

Two Universities will welcome the visitor to their grounds and buildings.

In St. Louis University, founded in 1818, he will see the oldest University west of the Mississippi, and the only institution having complete branches in Law, Medicine, Divinity and Arts. It is conducted by the Jesuit Fathers and is noted for its library and museum.

Washington University will show him the model of a modern University plant. Its red granite buildings—harmonious Tudor Gothic thruout—stand on an eminence just west of Forest Park. They are complete, from four-towered administration buildings to traceried chapel. University builders from far lands come to see them because they were conceived simultaneously and represent one complete plan.

The new Barnes Hospital and Washington University Medical School give St. Louis the most modern and best appointed medical centre thus far realized, either in this country or abroad, the other hospitals and medical schools rank very high, and St. Louis University will eventually receive a thirty million dollar endowment for medical school purposes.

Originally founded as a post for the fur trade, St. Louis today is the largest primary fur market in the

COURT HOUSE, ST. LOUIS

world and her fur auctions are international events.

St. Louis is a Federal Reserve city, holds more than 350 millions of bank deposits and has always been regarded as a financial Gibraltar.

### An Efficient City

A pleasure trip or a business trip is always a comfortable matter in St. Louis. The city's surface transportation is excellent and practically every point of interest is within a pleasant car ride of the shopping and hotel center. Automobile and taxicab service is ample and moderate in price.

For motorists St. Louis furnishes a magnificent system of parks and boulevards and a suburban wonderland of Ozark country traversed by roads for which a $3,000,000 bond issue was voted by a single county in 1916.

You will like St. Louis and the friendly spirit and cordial neighborliness of St. Louis people. The culture of the East, the energy of the North, the hospitality of the South, the vision of the West—these are all embodied and blended in this cosmopolitan metropolis of the Mississippi Valley.

It is not only a city worth seeing but a city worth knowing—one in which to make money and friends, to find comfort and pleasure, to see, learn and do what is worth remembering.

For copies of "A City Worth Seeing," send a post card request to 'Business Men's League, St. Louis."

* * *

## A BIG ADVERTISEMENT

The Tuscola County Advocate of Caro, Mich., prints a four page advertisement in its issue of May 4th. These advertisements are coming more generally into vogue than formerly. We believe that merchants are wise in using large space at times. To our way of thinking such advertisements printed in the home newspaper are much more effective than that of sending out, by carriers or thru the mails, great printed sheets or bulletins, to announce Spring, Fall, or Holiday goods, or special offerings. The pages of the home newspaper receive more attention and are much more likely to be preserved for the information contained therein, than are great printed sheets or posters scattered thru the mails, or thrown promiscuously in the mail boxes, or at the front door, or in the yard, or, as is too often the case, in great bunches, in stores, shops or gutters by the distributors who are after easy money. Even if special circulation by bills or posters is desired, the insertion in the paper will be found greatly to help in effectiveness, besides in the interest of economy the publisher and advertiser can co-operate. In our local Chicago paper, we have made it a practice for years, where the advertiser wanted posters or bills, while charging the regular prices for each service, to credit the advertiser on the account of the newspaper advertisement, with the cost of composition, which was charged in the bill for the advertising sheets to be separately circulated. Of course the composition in these great sheets, with descriptive enumeration of goods, prices and many cuts of varying sizes, is no small matter and the credit on the account of the advertisement in the newspaper, at regular rates, is sufficiently large to be appreciated and will frequently induce an advertiser to use the newspaper columns, when otherwise he would have depended wholly on the poster or advertising sheet. The job printing department helps, in a legitimate and satisfying manner, to sell advertising space in the newspaper. Years ago, in Minnesota, when printing auction bills, deducting the cost of composition already paid for brought the advertisement in the newspaper down to a cost that frequently induced the use of the newspaper space.

### The Better Way

But better than this plan of reducing expense,

by falling in with the plan of the special bulletin and giving credit for the cost of composition, to induce the use of the newspaper column, is that successfully employed by the enterprising publisher of the Tuscola County Advocate, A. D. Gallery, of convincing the advertiser that the paper can be made to cover the whole field more effectively and cheaply than can any special bulletin. Mr. Gallery—for the benefit of other advertisers and the public generally, by enlightening them of the serviceableness of the home newspaper—in an article with quadruple heading, on the first page of this issue, setting forth with just pride that fact that the advertisement was the largest ever before published in a Michigan County weekly, tells this story as to the advertisers who were won to the use of newspapers and the why:

"Messrs. Zemke intended to issue a bulletin in circular style, to be mailed to a select list of customers but after carefully counting the cost of printing circulars, buying and imprinting the envelopes, buying the necessary stamps and paying for affixing them, paying for addressing the envelopes and inserting the circulars, they were surprised to find that they could secure more than double the circulation in their territory than their list would give for less than the circularizing method would cost for the smaller number.

"This is believed to be the largest advertisement of a single mercantile house ever published in a country weekly in Michigan, and because of its unique position as such and the high character of the firm, it should secure the close attention of every reader."

It will be found that it is almost impossible by proof of greater efficiency and economy, in some cases, to win an advertiser from the idea that the poster, bulletin or other printed matter sent direct from the store is not better. This is because of an overwhelming desire to do something individually or personally. There is a good deal of egotism even among advertisers and there is something satisfying, or flattering to oneself, in the method of individual appeal.

## NEXT TO FOOD FOR BODY IS INFORMATION

Next to food for the people is information for the people in a free, self-governing Republic and, acting on some such thought, Senator Robinson of Arkansas introduced a bill recognizing print paper as a public utility and authorizing the Federal Trade Commission to fix the maximum price for the same. The Senator stated that "unless some relief is obtained thousands of publishers will be driven out of business." The high prices are burdensome but we hope the Senator is mistaken as to the prophesied calamity. There are reasons for higher advertising and subscription prices and we believe that newspapers that are rendering valuable services in their communities will find the people willing to pay the higher prices—much, too, can be accomplished by better methods and greater enterprise, industry and efficiency. Make your newspaper an absolute necessity and demand remunerative prices. The people cannot or will not do without newspapers in these times if made to meet existing conditions and demands. These are times of aroused interest and all will want to hear from the boys at the front.

## ADDITIONS TO SALES STAFF BY MILLER SAW-TRIMMER CO.

Announcement is made by the Miller Saw-Trimmer Company, Pittsburgh, Pa., manufacturers of Miller Saw-Trimmers, and that wonderful device known thruout the printing trade as the only platen press feeder—the Miller Platen Press Feeder—of the appointment of Mr. J. Richard Kemp as Sales Manager.

Newspaper publishers and printers thruout the entire United States knew Mr. Kemp best as an efficiency expert in printing plant equipment in which line his efforts have been highly successful.

Mr. Kemp's permanent office is at the Miller Saw-Trimmer Company's factory, Point Bldg., Pittsburgh Pa., where he will be pleased to receive the congratulations and their orders from his friends from all over.

The Miller Saw-Trimmer Company announce the engagement of Mr. Theodore R. Foster as special sales representative. Mr. Foster has been for fifteen years in charge of the printing department of the Westinghouse Elec. and Mfg. Co., East Pittsburgh, Pa. Under Mr. Foster's direction the Westinghouse Company has been consistent users of Miller machines. Mr. Foster knows their merits from actual every day use, and will be pleased to tell his friends in the printing trade what wonderful profit earners they are.

## ANXIOUS TO ATTEND—KINDLIEST MEMORIES

Columbia, Mo., April 28, 1917.

My dear Colonel Herbert:

Yours of the 6th in reference to the approaching meeting of the National Editorial Association at Minneapolis, is received. I am anxious to attend this meeting of the Association and will do so if I can. It has been a source of sincere regret to me that of late years I have been compelled to absent myself from the meetings of the Association which once so highly honored me and of which I cherish the kindliest memories.

I hope I may attend, but whether I do or not, I trust the meeting may be a success.

Sincerely yours,

E. W. STEPHENS.

# "Live Stock Extra"

THE Maury Democrat of Columbia, Tenn., Lynch and E. C. Perry, editors and owners, issued in April an extra, properly extolling one of "the most successful live stock and poultry shows in many years." The patriotic people evidently believe in service to country thru raising more and better stock and poultry. Such an exhibition with attendant educational features is commendable promotion of a kind of preparedness thru better and increased production, that even in war times should receive increased attention and encouragement thruout the whole country.

The Nashville Banner in speaking of this issue of the Maury Democrat and the important interests that were given promotion thereby, says: "In times like these farm products of all kinds are more than ever the dependence of a distressed world and it is pleasing to know of evidences of farmers' thrift.

"Every county in Tennessee should follow as closely as it can Maury county's example in the matter of live stock, and all county newspapers should, after the manner of The Maury Democrat, encourage that sort of industry."

The like opportunity and obligation to promote useful and improved products is open to and rests upon every newspaper of the United States. If this land does not come out of the world war with greater strength and preparedness, greater public spirit and greater productiveness and strength, greater regard for the welfare of all and ability to minister to the wants of all, a better spirit and better means for helpful co-operation, a signal opportunity for broad and lasting improvement and permanent security will have been lost.

The stars and stripes, in illustrations, were unfurled at the bottom of the second and fifth columns of this issue. It was flag day and a patriotic spirit, shown in helpful service, pervaded the pages of the paper. Patriotism can be displayed no less in promoting the country's welfare than in urging to battle—when the need be, in the cause of right.

Editor Perry says of the "Extra" and its objects, that which contains valuable hints to other newspaper publishers, as follows:

This extra edition of the Maury Democrat is issued as a compliment to the live stock owners and breeders of the country and for the splendid showing of the choice of their stables here today. Maury county has long been famed for its superior live stock and poultry and this tradition has been well maintained if not more thoroly established and illustrated than ever before. The Democrat is read by a majority of the owners of live stock in the county and this extra is issued for those who are not regular readers as well as for the benefit of subscribers who appreciate enterprise on the part of their favorite newspaper. This paper is always glad to promote the interests of farmers and live stock men and never hesitates to spare effort and expense when it can be of service to them. The merchants of the city heartily endorsed the idea of this edition with splendid advertising enterprise and their news value will be of as much interest as the local reading matter. The list of entries in today's show is published in full in this edition and the undertaking required quick action in order that the paper might be issued during the progress of the show. Regular subscribers will have full benefit of all the news contained in this edition.

Publishers will find enterprising home business men,—like those evidently possessed by Columbia, Tennessee—ever ready to respond to worthy efforts for the bettering, upbuilding and forwarding the interests and industries of the people or the community. Many publishers seem to be too timid, or else lacking in foresight and enterprise, to put the business men to the test by affording and urging upon them waiting opportunity and the benefits of improving the same. The home newspaper must plan and lead. Blessed is the city or community that has a press ever alive to all the worthy undertakings and interests of the people,—ready to espouse, lead and care for the general and individual good.

One item in this paper—under the heading "Great Demand for Breed Stock"—is of special interest by reason of the showing therein, the dependence of the world war on the products of the stock farm in this land far away from the scenes of contest:

In spite of the fact that Maury county enjoys the distinction of being fourth to the largest mule shipping point in the United States and the largest retail selling point in the world, a serious shortage is now facing the county, due to the heavy demands of the war that has drained one firm in Columbia of a quarter of a million dollars worth of mules and thousands of dollars in addition to individuals. There is a general scarcity of mule and horse stock all over the country and it behooves the farmers and live stock men of this section to conserve all brood stock and prepare for the largest mule colt season in the history of the county.

The British army, thru their agents, the Guyton-Harrington Co., collected thousands of mules from this county and at the same time there was a general exodus of this class of stock to the Southern States, Southern buyers having made a heavier drain within the past few months than in many years. The result is that many farmers do not have the work stock that they actually need and local dealers are supplying the heavy demand the best they can with importations from Missouri, Kansas and other mule producing states. Fortunately, the county is well supplied with splendid mule producing jacks and there is a

fairly good supply of brood mares. The crisis of another season can be avoided with more attention to breeding this season and it is expected that this matter will be taken advantage of.

There is the greatest abundance of fine live stock in the stud in all parts of the country and the stables were all well represented in the show. Farmers are all within easy reach of reliable breeding stables, many of which have already been advertised thru this paper and care should be taken to breed to the very best of stock.

This clear statement of local transactions demands, conditions and needs shows the editor fully understands home affairs and is prepared to help, in a practical way, the promotion of local interests, industries for better, more economical and more abundant production for the resultant direct benefit of the home people of local communities with a resulting good to the whole country and to distant peoples of the entire world.

## WISCONSIN CONFERENCE OF PUBLISHERS FOR WAR-TIME ECONOMY

### Third Meeting of Federated Printing and Press Associations Proves Helpful and Results in Movement for Coöperative Promotional Work

Greater economy and efficiency in Wisconsin newspaper and printing plants to meet war-time conditions was the keynote of the Third State Conference on Printing and Newspaper Publishing held at Madison in coöperation with the University of Wisconsin, May 17, 18 and 19.

With the slogan, "That's My Experience — What's Yours?" all of the sessions were given over to brief personal experience talks on actual methods that are being used in Wisconsin plants to meet war conditions. Some 100 editors, printers and publishers took part in the program which extended from Thursday to Saturday noon.

The war-time economy luncheon served by the young women of the home economics department of the University of Wisconsin in the women's building, Lathrop Hall, at the University, was one of the novel features of the conference. The menu was as follows:

Black Soy Bean Soup Barley Bread Sticks
Baked Yellow Soy Beans—Tomato Catsup
Corn Meal Bread
Rhubarb Leaf and Lettuce Salad with Cottage Cheeseballs
Peanut Oil Dressing
Alfalfa Bread Sandwiches Buttermilk
Badger Milk Sherbert Clover Seed Spice Cakes
Coffee
No Cigars or Cigarettes

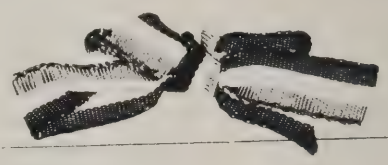
The recipe for each dish served was printed on the menu card. The menu was printed on paper made out of spruce pulp at the U. S. Forest Products Laboratory at the University of Wisconsin.

President Charles R. Van Hise spoke at this luncheon on what the University of Wisconsin is doing by way of service to the state and the nation in war-time. Dean H. L. Russell of the College of Agriculture urged that newspaper editors warn their readers against hoarding of food stuffs as the surest method of keeping prices at a reasonable level, since statistics, Dean Russell pointed out, show that there is sufficient food available if it is properly distributed and not hoarded by the individual consumer. Secretary of State Merlin Hull, editor of the Black River Falls Journal, presided at the luncheon.

"The country newspaper is about to come into its own in the matter of foreign advertising, and within a few years the country publisher will be more prosperous than the country banker; he is already more influential," was the message to Wisconsin weekly newspaper publishers of N. A. Huse, of the American Press Association, formerly publisher of the Norfolk, Neb., News.

Herman Roe, a former Wisconsin man, now secretary of the Minnesota Editorial Association, told of the work of the organization in making up a select list of country newspapers covering the state in order to coöperate in getting national advertising.

The Wisconsin Press Association took steps toward

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# EXTRA

## EDITORS AND PRINTERS MEETING AT MADISON

### Third State Conference on Printing and Newspaper Publishing Here May 17-19

War-time economy and efficiency is the keynote of the Third State Conference on Printing and Newspaper Publishing now in session here.

The conference is under the auspices of the Wisconsin Federated Printing and Press Associations, consisting of the Wisconsin Press Association, the Wisconsin State Franklin Club, and the Wisconsin Daily League, in co-operation with the Department of Journalism and the Extension Division of the University of Wisconsin.

"That's My Experience—What's Yours?" is the slogan of the meeting, all of the sessions being given over to the discussion of personal experiences with better methods of editing, printing, and publishing.

(Continued on page 1918)

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organizing the weekly papers for coöperative promotional work especially in securing national advertising. A special committee was appointed to investigate the plan of organization in other states and to report on a plan adapted to Wisconsin conditions. The committee consists of Bert E. Walters, Mosinee, N. S. Gordon, Barron, and R. H. Worzalla, Stevens Point. The executive committee of the Press Association was authorized to carry out the recommendations of this special committee, in order to perfect this coöperative promotional work as soon as possible.

"The newspapers of Wisconsin, by the liberal use and support of coöperative promotional work and advertising, have it in their power to do things almost beyond the possibility of those in other states. You have a fine organization and personnel; all that you need is increased willingness to support strong concerted promotional effort."

This was the statement made by Jason Rogers, publisher of the New York Globe, in connection with the work already successfully carried on by the Wisconsin Daily League and now about to be undertaken by the Wiscon Press Association.

The newly elected officers of the Wisconsin Press Association are president, F. A. R. Van Meter, New Richmond; secretary, Bert E. Walters, Mosinee; treasurer, E. J. Scott, Shawano.

The Wisconsin State Franklin Club elected these officers: President, George Harrington, Oshkosh; vice-president, H. F. Mertens, Jr., Waukesha; secretary, Walter Mayer, Madison; treasurer, Louis H. Zimmermann, Burlington; executive committee, Rudolph Haessler, Milwaukee, and F. W. Cantwell, Madison.

The officers of the Wisconsin Federated Printing and Press Associations are: Chairman, Prof. Williard C. Bleyer, Department of Journalism, University of Wisconsin; treasurer, F. W. Cantwell, Madison; F. R. Van Meter, New Richmond, and B. E. Walters, Mosinee, for the Wisconsin Press Association; George Harrington, Oshkosh, and Walter Mayer, Madison, for the Wisconsin State Franklin Club; and W. T. Evjue, Madison, and E. C. Jones, Portage, for the Wisconsin Daily League, members of the executive committee.

## WHAT JAPAN HAS LEARNED

Japan is going into the insurance business.

That country has decided to make a government monopoly of industrial insurance.

Private corporations are peremptorily forbidden by law to write life insurance for sums of $125 or less.

The idea of the Japanese government is that the masses of the industrial population, living close to the bare margin of existence, should be spared from exploitation by profit-making companies that give wholly inadequate insurance protection in return.

In this respect Japan's policy is in accord with the general practice of the countries of Europe having universal insurance. It conforms to the principle of the universal health insurance movement, so rapidly gaining in this country, that private insurance must be compelled to "keep hands off" if those who are most in need of sickness protection are to have it.

Millions of dollars, made up of the precious pennies of the poor, are paid every year to commercial companies in the United States for industrial insurance. Little more than a third of it gets back to the workers. Then it is practically a mere burial benefit. When health insurance is made universal the wage earner receives, without any greater expense to him, not only burial insurance, but also medical, nursing and hospital care, medicines and appliances, and a cash benefit besides, as under workmen's compensation laws.

## NEW YORK PRESS TO HOLD NOTABLE CONVENTION AT ITHACA

### To Attend Cornell University Commencement and Luncheon—Prominent Journalists and Educators as Speakers

Frank E. Gannett of the New York Press Association announces that all arrangements are completed for what is confidently expected to be the biggest and best convention the Association has ever held, to meet at Ithaca, June 27, 28 and 29, with a program that will be of great benefit to all publishers.

Among the speakers are the following: President Schurman, Arthur Brisbane of the New York Evening Journal, Don C. Seitz, publisher of the New York World; Louis Wiley of the New York Times; John A. Sleicher of Leslie's Weekly: Charles H. Betts of the Lyons Republican, former president of the New York Press Association; Courtland Smith, president of the American Press Association; John Clyde Oswald, president of the American Printer; representatives of the district associations of the state, i. e., the Western New York, Central New York, Southern New York and Susquehanna Valley associations, who will give papers of interest to the fraternity. Several others of wide reputation also will be heard. It is possible that George Creel, the well-known writer, who is at the head of the recently created publicity department of the Government, will attend.

President Schurman has done some thing that never before has been done by Cornell. He has invited all the members of the Association to attend the impressive commencement exercises at the University at ten o'clock Wednesday morning, June 27, the first days of the convention. Inasmuch as two thousand Cornell men have gone to the front, these exercises this year will be of unusual significance.

President Gannett truthfully states, "There never was a time when it was so important that newspaper men get together and discuss the problems which confront us."

The importance of getting together this year is doubled when applied to the National Association.

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One of the notable features of this firm's business, is the fact that a large percent of the plant's product is sold in foreign countries.

When we visited the plant, we found that orders were in hand for engines from countries as far apart as Australia and Holland, and the shipment of ten engines to Holland was being, at that time, interefered with by reason of danger from German submarines. Red Wing is a Minnesota city, nearly in the center of the North American continent and this incident sets one to thinking how much the war has interfered with American industries from ocean to ocean.

## WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

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PRINTING AND PUBLISHING BUSINESS FOR SALE—Old established plant, magazine contracts and plenty of good catalogue and book work. First class equipment, Model 8 Linotype, 5 sets of mats, plenty of fine display type, two large cylinder presses, two gordons, folder and bindery, etc. Not far from Chicago, where we have an office. Fine printing business, making money. Price, $15,000 cash. Must sell to clear up estate. Address X. O., National Printer-Journalist, Chicago, Ill.

LINOTYPE—Model No. 1, Serial No. 2449; 1 magazine, mold liners, ejector blades, assortment two-letter matrices. Murdoch-Kerr Co., Pittsburgh.

LINOTYPE—Model No. 3, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 5 Serial No. 10412; magazine, matrices, etc. Con. P. Curran Ptg. Co., St. Louis, Mo.

LINOTYPE—Model No. 1, Serial No. 8010 and Model No. 1, Serial No. 8011; with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charlestown, W. Va.

LINOTYPE—Model No. 4, Serial No. 11680; magazine, matrices, space bands, liners and blades. Winston Printing Co., Winston-Salem, N. C.

FOR SALE—Rebuilt guaranteed Folding Machines. Brown 36x49; Brown 25x38; Brown 32x44; Chambers 25x38; Eclipse 32x44; Dexter 32x44; Dexter 38x50; Dexter 26x40. C. F. Anderson & Co., 710 S. Clark St., Chicago.

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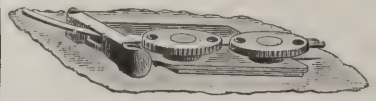

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FIVE | CHICAGO, JULY, 1917 | NUMBER SEVEN

# Addresses Presented Before the Thirty-Second Annual Convention of the N. E. A.

## Minneapolis July 9—12, 1917

## All Departments Covered—Journalistic Education, Advertising, Co-operation—Community Service and Business Management Especially Featured

### PRESIDENT'S ANNUAL ADDRESS

By President E. H. Tomlinson of Morristown, N. J.

**The Conventions of the Association—Opportunities and Duties from New World Conditions—The Press the Source of Enlightement and Development—Service of the Highest Type—Two Fundamentals—Business Increased Thru Better Service—A Vision of the Future of Retail Business and of the Press.**

HE first year that I had the pleasure of attending a convention of the National Editorial Association, we journeyed to the heart of the Rockies and met in the inspiring presence of Colorado's glistening snow-capped mountain peaks.

The next year we went to the Southland and were guests of the Lone Star State, whose countless acres of untold richness billow with cotton and wave with corn, while its balmy shores are lapped with the soothing waves of the Mexican gulf.

Following that trip we went to the sunset shore where the Pacific knocks at the Golden Gate—to California, the land of fruit and flowers and turquoise skies, where sunshine wooes to out-of-doors and roses bloom the winter thru.

Then last year you came to us of the East—to little old New York, where the glories are all man-made; where instead of gigantic, towering peaks, stately buildings loom in view and mountain gorges seem outdone by canyon-like streets, busy with the hum of hurrying millions. When we, also, in our loved state of New Jersey, had the pleasure of entertaining you where the never-ceasing waves of the glorious Atlantic roll in majestic splendor to break at last on its sandy shores and ripple harmlessly about the feet of playing children.

So it is fitting that this year we come to you of the hardy North—to a land made beauteous by its myriad lakes and streams and dales; a land made great by its far-spreading fields of wheat, richly ripening for the golden harvest, to be gathered in bounteous measure and milled for shipment to feed a war-stricken world.

And wherever our Association has gone we have been received with the same whole-souled cordiality, with a welcome that has made us feel at home, with the same warm grip of the hand and with the same desire to tell us of the glory and well-doing of that particular part of God's footstool; of how its people are doing greater things than those of elsewhere; of how theirs is the ideal living place.

It is meet that it is so. I would not have it otherwise. It is proof that we are kinsfolk, readily drawn together, tho far apart our home life; the people North, South, East, West and Inland doing their utmost to build up their home states, to add so much more to the up-building of a greater nation. A nation created as the first home of the free; a nation developed as the refuge of the oppressed; a nation now leading as the champion of a world-wide democracy.

In the call for this convention you will remember I said: "The press is the cornerstone of enlightenment, of progress, of liberty. To strengthen and conserve it is to serve humanity in a great and enduring way. Help with the development of the ideals and aspirations of the National Editorial Association and you aid the world-wide spread of democracy. It is a day of great opportunities, of possibilities beyond our ken. Let us fully prepare ourselves to do our part to make them actualities. Our nation calls us to service. Let us give it our greatest service. It is a patriotic duty."

I repeat this "Call to Service," as I termed it, as a basis for the thoughts I would bring to you today.

With the close of the great war, now raging, will be-

gin a new world era with the people enthroned wherever hitherto has reigned a Czar or Kaiser. For this unequivocal assertion I neither make apology nor take your time for argument. We cannot yet tell when the conflict will cease, but ever since our country's entrance into the war we have known there is but one way, sooner or later, for it to end.

Most of us here in America looked on the great European struggle when it started as no affair of ours. It appeared largely the outcome of imperial jealousies and ambitions; the necessary result, really, of the maintenance of monstrous armies and navies. We deplored the evidence of return to barbarism witnessed wherever the iron heel of despotism trod. But it was until that wanton ruthlessness struck down our innocent at sea that we were forced to realize it was indeed some affair of ours. We were forced reluctantly to the conclusion that our own self-preservation and the preservation of democracy in the world demanded that we do our part in the overthrow of an autocracy that had made itself an outlaw among nations. We have dedicated ourselves to the task. We have enered upon the work. Whenever we stop it will have been accomplished.

So it is fitting and desirable that we should now be preparing to solve the new problems that will surely confront us with the return of peace. The duty will devolve upon the United States, as the oldest and greatest of republics, not only to continue working out its own destiny but also to take up the greater task of guiding aright the struggling, inexperienced democracies finding their life in the wrack of war, their people (not surprisingly) confused in their thinking and unable to distinguish between the unbearable exactions of despotism and the necessary restraints of orderly society, indulging in orgies of riotous excesses in the sacred name of liberty.

People to be true to themselves must be true to their opportunities, so we in America cannot, even if we would, escape leadership of the democracies of the world except by being false to our better selves and to our God.

What does this mean for newspaper publishers?

It means service of the highest type. Newspapers are indispensable to democracies. Altho it is not always admitted, the people to rule wisely and maintain their rule must have more than the education of the schools, more than the guidance of the church and the leadership of the rostrum. They must have the light and knowledge coming only thru an unshackled, fearless press.

In the past a great but imperfect service has been done to humanity by the papers of America. The service has been uncertain and has sometimes been lacking in power due to our failure to possess the hold on our communities we should have obtained.

We must, with the future's greater need, become as a body ready and able to warn the people of the forces of darkness that would be their undoing. We must be ready and able to aid and lead them in upholding the forces of righteousness. Above all we must help to raise the ideals of the masses to the heights which will assure the stability of democracies and the onsweep of humanity.

The first requirement is to put our own houses in order for the fullest participation in the service, which requires particularly the power to serve. The desire to serve is inherent, but to right wrongs and uphold the weak requires that we be free of fear of vengeance of evil powers, even tho exerted from the halls of congress, our business on a basis that will give us the respect of the public and absolute independence of any sinister influence that would seek to control our editorial pages.

We are entitled to a just recompense for our labors, equal, for instance, to that ordinarily secured by the leading merchants and bankers in the same towns. Not only is it our due but also must we secure ample financial independence to give our greatest possible service as the mouthpieces of democracy, working without hindrance and restriction for the good of humanity, to bring about universal peace and abstinence as a basis for enlightenment and progress.

I am here to preach no propaganda, but there are two propositions so fundamental that we will do well to accept them at the beginning of any planning for the future of mankind. Just so surely as in Russian autocracy was doomed when sobriety was enforced, and as the first quavering, articulate cry of its new-born democracy was an instinctive call for international peace, so a real stable world-democracy will be possible only as it is based on the enforced sobriety of all peoples and enforced peace between all nations. Without these foundations it will, I warn you, be as a house built on sand.

My vision of the future for America shows no bodies of people detached by their occupation in thought and deed from others of their seciton, but the carrying out of the ideal conditions, already shaping in many parts of the land, of communities of people, all thinking, developing together, building up, thru each other's aid, the same ideals; in thought and action one and inseparable; free and equal, but each attaining in competence and distinction, according to his own ability, his own perseverance and his own desires.

For each community there must be a community centre where will be grouped its educational, religious and business interests. Each community I see moving forward as a whole, its agricultural, industrial, business and professional life blending together for its own upbuilding and its part in the upbuilding of the nation and the world. Each will be one of combinations of communities, forming metropolitan centres, working out, as a whole, the problems of national existence.

To bring this about one essential is the business well-being of all its factors. To weld together and give force and power to community life is required the home paper with the publisher at the head of the group of community leaders, a successful business man with part of his business to give largely of his time and energies to the furtherance of the common good, while metropolitan districts will be served in the same way by metropolitan papers. The same will be true as to community and metropolitan merchants. There should be, and in time I believe will be little more rivalry between the home and metropolitan paper or between the small-town merchant and the big department store than between high schools and great univerisities. Each will have its own sphere of usefulness and will supplement the other.

While the cross-roads general store and postoffice can readily be allowed to go into the discard in these days of autos and rural mail deliveries, flourishing community centers, such as the usual county seat or other centrally located towns cannot be dispensed with in the public good. In preserving and strengthening these centres by helping at their weak point and reviving their merchandising interests will be doing a great service to the public while substantially helping ourselves. Antequated merchandising methods are permitting too much trade to go to big towns and mail order houses that should be kept at home. We know this weakness exists. It is our concern. We must find and apply the remedy.

That remedy, as has been discovered in other similar cases, is special education and training to fit merchants and their clerks for modern methods of tackling modern problems. Years ago commercial courses, consisting largely of bookkeeping, were established in our school

curriculum, but since then progress in the study of merchandising has lagged and the old-time course is entirely inadequate.

In the meantime, our schools have taken up agricultural and domestic science, industrial training, the art of printing, all in a modern way. To these should by all means be added the science of merchandising. We should see that all interested get back of a movement to this end. Those interested include not only the merchants and newspaper people, but also the local bankers and the big manufacturers whose wares are distributed thru local dealers and who are, in consequence, vitally interested in their welfare.

The lure of the mail order house catalog, with its tempting prices and enticing pictures, but inadequate description and attending uncertainties in ordering can be successfully met when merchants and clerks have been taught the art of advertising and to make full use of their home papers; when they have learned how to conduct selling campaigns and how to display and demonstrate goods; how to win and hold goodwill and how to give real service. With such education the mail order house will soon become a bogey of the past.

Those publishers who are able to help their fellow business men to a better knowledge of advertising and other modern merchandising methods are doing a great and profitable educational work, but it must be made more general and thoro if we would reap the rich rewards awaiting us. Our educational system can well be utilized for the purpose.

The bringing about of improved conditions which will increase the volume of our advertising and the bettering of our business methods are but two forms of endeavor which can profitably claim our attention as an association. These and others require a stronger and more complete organization for their sure working out.

The year that is ending has been one of high endeavor on the part of the association and of considerable accomplishment. We have tested both its ability to do and its limitations without a more effective and fuller representation of the publishers and an adequate fund for necessary expenses.

I feel it no exaggeration to say that $25,000,000 has this year been saved in print paper bills as the result of the fight made at Washington by the Association's legislative committee with the help of affiliated associations. It was done without any regular fund on which to draw. The small amount secured by solicitation soon became exhausted and when congress seemingly singled out the publishers to burden with a tax of a character to be imposed on no other body of business people the officers were without financial resources and could do no more than file a protest against the rank injustice proposed—an injustice made all the more flagrant thru the fact that the publishers in addition to paying taxes such as all others were paying, have rendered a service in promoting government projects that was indispensable and that newspapers alone could give. We have, it is true, received an acknowledgment from the government of the value of this work but this is not sufficient. We must be dealt with fairly. The war is a burden to us financially. We furnish the government what it most needs without cost to it, while for all else it has to have it pays big prices, yet we alone were picked out for a super-tax. Something is wrong somewhere that such a propostion could even be considered.

As with our legislative committee, so with our advertising committee. It has developed, with little expense, a plan that promises to bring about a solution of the difficulties in the way of securing to the home papers the national advertising that would flow to them if placing it could be done more satisfactorily and readily. Millions of dollars of business is involved (thousands to each of us), but the plan will not work out of itself. Given, however, an organization such as we should develop and funds sufficient for such a bureau (on a smaller scale) as that which the American Newspaper Publishers Association has created to help metropolitan papers solve their national advertising problems, and I am confident that the returns will be a hundredfold.

The advertising agencies have recently formed a national organization. Representatives of our organization should arrange to confer with representatives of theirs to iron out the wrinkles that bother us and pave the way to a greater volume of advertising to our mutual advantage. The better understanding that would be sure to result would alone warrant the effort.

The need of strengthening our association for all these purposes is imperative. I trust that this convention will give thought to the devising of plans for the purpose.

To help bring about a better business era for newspapers, great and small, publishers need to study out and come to a clearer, fuller knowledge of the cost and proper charge for advertising space. The start toward the riddance of existing incongruities made by the association's advertising committee I look to have far-reaching effects.

Moreover, just as we need a more definite conception of the value of our advertising space, so we must come to a more definite conception of what is news and what is advertising. There exists not only too manifest a desire on the part of the unscrupulous to use the newspapers as a soft thing, but there is on the part of the public a dense ignorance on the subject from which we suffer. We can neither blame the public nor enlighten it until we arrive at a definite conclusion as to the dividing line which will be generally accepted and applied by publishers. We cannot be convincing, either, as to what rates are reasonable or what matter should be paid for as advertising, instead of being welcomed as news, until we agree as to a standard basis for both.

While you, my fellow publishers, may feel that some of these proposals are too revolutionary or are too vast an undertaking for us to consider, I feel, myself, that nothing I have outlined is chimerical or impractical. In this age, in America, for newspaper people, I am sure that all which is desirable is possible. We require but the needed faith and works equal to our faith. I am encouraged to believe, from what I know of you, men and women of this convention, that you are willing and anxious to devise the ways and means and blaze the trail to better things for yourselves and brethren of the press, thru whose well-being we can look for the betterment of the race.

We cannot do less than our full duty, tho sometimes we feel the lack of the encouragement and inspiration of public praise. I have the conviction that the day is coming when the press will receive full and ample recognition and reward for its great services from the people whose liberty and enlightenment depend upon it in such large measure. With or without reward, however, we must not falter. We have to sustain us the consciousness that unobtrusively we are playing an unequalled part in shaping the worlds history and working out the destiny of mankind.

I thank you for your attention and the assistance so generously given me as president and leave my suggestions in your keeping.

# What Schools of Journalism Have Done and Can Do

By W. P. Kirkwood, Department of Journalism, University of Minnesota

AMERICA'S schools of journalism, the oldest of which has been in existence less than ten years, are right in the thick of the educational scrimmage. They have been in it for some time and they have scrimmaged their way toward the goal they started for. In other words, they have "done things." They have equipped young men and young women with journalistic ideals and some knowledge of the profession, and sent them out to try their equipment and knowledge on the world. They have organized short courses for men already in the profession who have felt that their original and acquired equipment and knowledge were not adequate to their needs. They have established bureaus of exchange for the buying and selling of publications in order that some might find their way out of the profession, and others in. They have sent extension men—missionaries—out over their several territories to aid in installing cost systems, and otherwise to make the inefficient efficient and the already efficient still more efficient. They have survived and overcome the ridicule and opposition of the scoffing, skeptic and sometimes dyspeptic newspaper men, who, when schools of journalism were suggested, declared that the only way to become a newspaper man was to start as a "devil" and climb with ink-smeared hands and with hoofs, horns and barbed tail. They have created no cyclonic commotion but they have created an atmosphere. Without bass drum or bazoo they have helped to lift the standards of the profession.

Now, all of this sounds rather imposing, but there is no reason why the younger entrants into the field of instruction in journalism should feel like Alexander the Great in his childhood. When his father, Philip, had won some signal victory, you remember, he would exclaim, "There will be nothing left for me to do." There is much left to do—very much. Indeed, all that has been done has merely prepared the way. The schools of journalism can help to correct the evils of the profession, of which we speak too sparingly in public. They can help to create that elusive thing, a professional consciousness, and to aid in formulating standards of professional ethics. They can assist in a reappraisement of news values and in the defeat and final rout of yellow journalism. They can have a share in the development of a public sentiment that will ring in the day of a wholly independent press. They can aid the rural press in entering into its own in a larger way.

There, you have in a nutshell,—perhaps a rather large nutshell; a cocoanut shell, if you please—the gist of the whole matter. What I have to say further will be but an elaboration of these ideas. If, having read (or heard) so much of this paper—written in part at least on the plan of the news story, with the conclusions for the lead—you don't care to read (or hear) more, you can, like the busy man with his newspaper, turn to something else.

### Too Early To Judge By Graduates

On the basis of the work done by their graduates, it is really too early yet to pass judgment on schools of journalism. It is only nine years since the first school of journalism invited young men—and young women—to enter and receive professional instruction. It is only five years since the first of the young men and young women who accepted the invitation were awarded diplomas and came forth to conquer the world for their school-born ideals. Plainly, it is not fair to assume that these first graduates have accomplished much by this time. Even if they have accomplished much, they are few in number and their work could hardly show conspicuously alongside of that of so many other workers, in a country of as many newspapers as the United States has. They have not set the world aflame and no one expected they would.

That journalism school graduates have made something of an impression, however, is seen in the fact that we no longer find in print articles ridiculing the idea of teaching journalism anywhere but in a newspaper office, tho now and then we do hear a "cheep" of that old kind. I have a letter, recently received, which says:

"I believe there is a prejudice in most newspaper offices against such schools—probably because the present-day editors are convinced that the newspaper business cannot be learned outside a newspaper office."

You will not be surprised when I tell you that the letter containing this antediluvian comment comes from Boston. Boston is—conservative. But the light is breaking even in Boston, for this same editor goes on to say.

"I believe this prejudice is passing and that perhaps ten years from now a majority of newspaper men will be graduates of the schools of journalism."

PROF. W. P. KIRKWOOD
Dept. of Journalism, University of Minnesota

From this Bostonian conservatism to almost enthusiastic approval of schools of journalism, one may find various gradations of editorial opinion. From Chicago, for example, comes this:

"I do not believe that there is any satisfactory substitute for actual newspaper experience under the direction of a working editor. I regard the work of the schools of journalism as desirable additions to general cultural study in universities and colleges, but I do not regard that work as of sufficiently intensive quality to turn out trained newspaper writers."

So seldom, however, does one hear echoes of the kind of objection with which the school of journalism idea was greeted, that one feels that the schools have justified themselves and come to stay. This feeling is supported by comments of editors of prominence.

Jason Rogers of the New York Globe says:

"I sincerely believe in the value and efficacy of schools of journalism in producing a better grade of talent for the future than we have been able to pick up on the street in the past. It stands to reason that young men and young women carefully educated along lines pointing out the best practices in the business of newspaper making must obviously provide more promising material than those who come to us devoid of training."

From across the continent comes this word by Scott C. Bone, editor of the Seattle Post-Intelligencer:

"The press of this section of the country is most friendly to the departments of journalism conducted by the Universities of Washington, Oregon and Montana, and co-operates closely with them.

"The Post-Intelligencer is now regularly recruiting its staff to some extent from the School of Journalism of the University of Washington."

Victor Morgan, editor of the Cleveland Press, has tried out twelve graduates of schools or departments of journalism and has this to say:

"My feeling is that the schools of journalism have already done a big work but that there is plenty of room for improvement. At the time I made the experiment with the twelve graduates in journalism I predicted that in a short time all newspapers would see their cubs among the graduates of newspaper schools. That is still my opinion."

Of the twelve men tried by Mr. Morgan on the Cleveland Press, by the way, six men showed unusual promise and were given regular work. The other six, tho not given jobs, were not regarded as failures.

Not a letter received from something like a score of editors, nationally known, contained any real "knocking" of the schools. The worst that was said, was by the ultra-conservative Bostonese.

If real opposition to schools of journalism is to be found, it is in the office of some old hardshell country weekly editor. Here and there you will still find such an editor who doesn't believe at all in the attempt to teach journalism in universities or other schools, but thinks the only way to get on as a journalist is to begin as a devil and work up to angelic degrees—possibly to the arch-angelic position of an editorship.

But among country publishers, also, the opponent of the schools of journalism is now very hard to find. The school of journalism apparently without having recognized the fact that its greatest field of direct service is so-called country journalism, has reached out to the country editor a hand intended to be helping, and this advance has been cordially met. Of this let the practical and inspirational short courses for editors bear witness; also, the extension men who are being put into the field to aid the publisher in revising his editorial and business methods, and campaigns out of which will come to the publisher lines of foreign advertising of inestimable value. In fact, the school of journalism has been created to serve. The country publisher now knows this.

Not in many years, moreover, has the country editor been so thoroly convinced as now that the country weekly fills a place that cannot be taken by any other form of publication. The editor of the rural weekly is now, as never before, the community leader, and the day is not far distant when the country editorial sanctum will be recognized by all as the real motive center of the community. This ,too, is coming about in part thru the assistance of the schools of journalism, but in the main, thru the vision of the country editors themselves who see in the schools an increasingly efficient and valuable aid.

But in my dreams of what the schools can help to do I am getting ahead of my story. Thus far I have tried to show that the schools of journalism have done two things: They have, thru their graduates, shown that much can be done to train young men and young women for newspaper work. Thru graduates and by direct service they have not only broken down opposition but have won at least a measure of editorial confidence.

### Have Helped To Lift Standards

Now, for both the metropolitan and the rural press the schools of journalism have done another thing. Simply by their existence they have done something to raise newspaper standards. The newspaper man knows what it is to work on an assignment with the expectation that the results will be judged by a critical editor. The entrance of the school of journalism into the field has introduced the critical editor. It matters not that some of the schools or departments of journalism are directed by men who have had little experience in newspaper work. That the schools are there, that for the most part they are under the guidance of experienced and thoughtful newspaper men who are searching out the sound ethical standards of the profession, that every head of a school of journalism is a critic of potential if not of actual power—all of this creates an atmosphere and puts every newspaper editor in some greater degree on his mettle. As schools of journalism find themselves, work out more fully their own problems, and investigate the problems of the profession, they are going to help create still higher standards, and the reaction of the press is going to be the more surely beneficial to the public.

### Stand As Foes of Professional Evils

But there is more that the schools of journalism may help to do. They may help to correct some of the confessed evils of the profession and business. There are several fiery dragons of this kind to be slain.

Summing up the lists of Oswald Garrison Villard, editor of the New York Evening Post; Washington Gladden, a preacher of national fame, who has had experience as an editor and as a "victim" of newspapers; and Merle Thorpe, former head of the department of journalism of the University of Kansas, now editor of The Nation's Business, I find the chief evils scheduled are the following, tho there are others:

1. Carelessness in the handling of news, exaggeration, appeals to the mob mind rather than to the delibertine habit.

2. The suppression of important news to the advantage of certain interests.

3. A conspiracy with advertisers to mislead honest buyers.

4. The persistent refusal to right a wrong done editorially.

5. Too much attention to the negative virtue of detecting and exposing evil and not enough to the positive virtue of discerning and praising the good.

6. Over-emphasis on money and popularity as the central values of human existence.

I am decidedly of the opinion that newspapers of the country are less open to charges of these kinds today than they were a decade ago. Nevertheless, such charges still make some of us flinch. The taint of yellow journalism has not been washed out. It clings with peculiar tenacity.

### Some Newspaper Lapses Cited

Let us see. We are all familiar with the news story of the public meeting. A man in whom we have confidence and whose judgment we have always esteemed delivers an address. The papers report, or purport to report, the address. Some striking statement, possibly an exaggerated illustration used to emphasize a point, is extracted from its setting and made to serve as a lead. Extracts from the rest of the address may be taken out to complete the report, or the whole thing may be slurred over, leaving the reader with the feeling that the man who had held his confidence and respect was what Socrates is said by a modern organ of satire to have called Alcibiades—a d-a-m-ph-oo-l. This kind of thing is unworthy of any newspaper that deserves the name, and yet you and I have seen it done again and again.

The suppression of news, I believe, is not so common. In an experience of twenty years in newspaper work I saw few samples of this, tho I saw enough to convince me that news was sometimes suppressed for unworthy reasons. I remember very distinctly a typhoid epidemic —one of several—in a western city a few years ago. The source of the epidemic was definitely known. Scores of people died and hundreds were ill. The amount paid in medical, hospital and funeral bills in a few months would have paid for as many years the interest on a bond issue to provide for a pure water supply. The papers of the city said little about the conditions. Why? Because to print the facts might prevent people from locating in the city, thereby, obstructing the growth of the city's population and business. Plain speaking at the time would have obtained for the people protection from subsequent epidemics.

Conspiracies with advertisers are tacit. There is a conspiracy when a newspaper accepts an advertisement of an article that it knows absolutely cannot do the thing claimed, and that on the contrary may make for evil instead of good. It is for this reason that some of the newspapers of the country have ousted the patent medicine ad.

The refusal to right a wrong done editorially still persists. I recall a story of the wreck of an automobile in a part of a certain city, much frequented by dissolute joy-riders. A certain paper printed a report of the wreck, but was unable to learn to whom the machine belonged. A woman in the neighborhood who said she had seen the wreck, expressed the opinion—she was not certain—that the machine belonged to and had been driven by a friend of mine. The newspaper printed this opinion without qualification. The inference easily drawn was that my friend had been joy-riding, had been unable to steer the machine home safely, and had ditched it. It happened that I was with my friend miles away, at the very time the accident was said to have happened. Seeing the injustice of the publication of the story, and knowing the managing editor of the paper, I felt that out of justice to my friend I should set the editor right. I did so, but he failed to take the pains to set his readers right by a frank and open statement of his error. This was a contemptible, despicable piece of yellow journalism, an attempt to make a pale, bloodless, newsless story interesting by casting suspicion on a good man's name.

Mr. Villard in an address delivered during newspaper week at the University of Kansas in 1914 said:

"Has not the time then come for us to codify the public opinion within our own ranks, to begin to deal in our press and editorial associations, our publishers' organizations, with other things than errors of technique or increasing our gross incomes? Shall we not be compelled to, in order to prevent the sins of the minority from being visited on the heads of the majority? Is it not time for the Associated Press, which has incorporated itself as a membership corporation for news-gathering purposes, and is therefore beyond the laws controlling money-making corporations, to establish higher standards of conduct in the use of its news? It punishes now for premature publication, and can expel for demonstrated willful violation of its by-laws or corruption. Then why not for corruption of the news for general conduct prejudicial of the public welfare?

"Are we to evolve nowhere an ethical tribunal comparable to the grievance committees of our bar associations or the committees of our medical associations that run to earth the physician who is guilty of mal-practice? Shall we have no synod or conference to deal with our wrongdoers? So long as we do not, we shall bear the burden of public suspicion, for we shall fail to recognize our public obligations; we shall be 'silent in the presence of sin' which is ours. Trace our evils as we will to public weaknesses—there can no more be a valid excuse than the one-cent piece price which has led so many of us into every possible error of taste in order to achieve the large circulations which we are beginning to find our own undoing—veritable petards to hoist us, their own creators.."

### Meeting Evils With Ideals

The schools of journalism are going to help find an answer to Mr. Villard's puzzle. They are going to aid in creating a public sentiment in favor of the kind of things that Mr. Villard wishes to see accomplished for the elimination of the evils referred to and of others. They are going to do this in two ways:

Men in the schools of journalism, free from the pressure which is felt in the newspaper office, stand firmly and fearlessly for the highest ideals of the profession. These men are going to inculcate these ideals among students. They are going to hold up for emulation the good things done by good men in the profession. Young men, and young women, too, are going out with a determination to live up to such ideals. They will get many a hard jolt in their attempts, but as their numbers increase they are going to find support and the achievement of their aims is going to become easier. If schools of journalism fail in this, they will fail grossly. Of course, now and then out of such a school will go the man without moral sense or the man positively vicious, to make evil use of the things he has learned, but it will be no more fair to judge the school of journalism by the shyster journalist than it is to judge the law school by the shyster lawyer.

Then, too, the idealism of the schools is going to be spread abroad by newspaper weeks and other newspaper men's meetings promoted by the schools. In these meetings newspaper men themselves are going to thresh out their problems, face the evils of their profession frankly, and seek honestly for their solution. It was at

such a meeting that Mr. Villard gave utterance to the sentiments quoted a moment ago.

Only one thing can come out of all this, and that is a readjustment of the ethics of the profession, a codification of its ethics. This will not always be lived up to any more than the high and fine standards of the medical profession are lived up to. It will be there, however, as a guide and inspiration to the newspaper man who wishes to serve the public honorably and well, and as an answer to the careless critic who charges the failings of some one paper, or class of papers, to the whole profession. A code of ethics is a law, and law, you know, is the bulwark of liberty.

### Fields For Constructive Work

But the elimination of the evils of the business of newspaper-making, or assistance in such elimination, is not the boundary of effort for schools of journalism in their co-operation with the press. Schools of journalism must contribute something to the development of a constructive program.

It would be too much for you to ask of me, and far too much for me to attempt, to outline in detail a constructive program for the newspaper business. I think I can, however, indicate sketchily three things worthy of consideration in shaping up such a program.

### Need of Revised News Standards

I would suggest at least an effort toward a reconstruction of our news standards. What is news? Have we any news standards? If so, have they not been created by chance? Have we ever undertaken an intelligent, comprehensive analysis of news and of relative news values? In trying to formulate some of the evils of the press a while ago, I called attention to the charge of too much emphasis on the evils of society, on the riches of the rich and the popularity of the popular. Have we not dwelt on such things to the point of tiresomeness, to the point of creating false standards in the minds of the youth of the nation, until to be a Rockefeller or a Charlie Chaplin seems to many the ne plus ultra of life? We are attempting to give the public what it wants, and we are taking the superficial wants of the frivolous as our guide. The editor of the future need not forget the lighter side of life but he must try to find out the sounder and saner wants of the people. He must rank the wants of the people higher. He must not be too greatly impressed by the gay and thoughtless throngs that frequent the gayety theaters. The newspaper is a leader and not merely a reflector of opinion, all disclaimers to the contrary notwithstanding. In the shaping of new news standards these facts and responsibilities must be recognized. I do not mean that the evils of society and even its frivolities and play must not be dealt with. They must. But they must be treated with sanity and a proper sense of proportion. Maturer thought must go into the making of the newspaper. I have wondered sometimes whether there was not some way of ageing the judgment of my students in newspaper work, without, however, suppressing their spirit of enthusiasm.

### The Struggle For Independence

Schools of journalism would not be doing their full duty if they did not try to do something to bring in the era of the independent press. If they do something to aid in the reconstruction of news standards, they will do something for the cause of newspaper independence. Higher **news** standards will mean higher **newspaper** standards. Higher newspaper standards are measures of preparedness against the enemies of newspaper independence. The enemies of newspaper independence—I do not need to name them—will go slow in seeking to interfere with the paper whose record is clean and whose sane and impartial judgment has won the confidence of thinking people.

But there is another way of making advance toward independence. I read recently an article—another article—advocating an endowed press. This article favored a press endowed by a sort of popular subscription among the kind of men and women who want a wholly free and fearless press. There is a possibility here, but I think there is a greater possibility in—co-operation.

If the papers having among their ideals genuine independence would stand together, fearing and currying the favor of no persons or interests, would they not be in a position to defy the afore-mentioned enemies of independence? If they were to organize for the sole purpose of defense against any sort of outside interference—organize an independent press league, perhaps—would there be many who would have the hardihood to venture an attack? Such a league might take into membership individuals outside who have the sense to see the advantages of an absolutely free press. If the organization were thorogoing and comprehensive enough, the element of strength thus added would be very great.

In something like this, at least, there is hope, and the schools of journalism can foster the idea—if not of this method, then, at least, of the general idea of a press that aims at freedom from selfish dictation. But I believe in co-operation. It has done wonderful things in other fields of endeavor and I see no reason why it should not in the newspaper field. This may be a fanciful dream. If it is, it is better to have dreamed and failed than never to have dreamed at all.

### Rural Journalism a "Promised Land"

In rural journalism is the third field for constructive effort. In no field is there more golden opportunity for that thing which really makes life worth living—service. Service, then, is the key to a constructive program here. This idea is not original; it is old. But in general—and I do not need to apologize here for stating what is a fact—the notion is more or less prevalent that the country weekly's field of service is almost hopelessly circumscribed. This is felt—and largely—even in the ranks; not among you here, because your presence is evidence of your ambition to increase your efficiency in service. But nothing could be farther from the fact than to say that the country weekly's field of service is circumscribed. It hasn't even any horizontal boundaries, for by touching the lives of those in its own community the country weekly touches the lives of countless others. I do not need to elaborate.

But even if the field reaches no farther than the horizon of his community, the editor has a real man's job. He has, if he will do the things that devolve upon a community leader. If he will not do such things he has no business to be an editor, for the country weekly's editor is in a position of leadership. His office should be the real motive center of the community. It should be a mint where ideas are coined and a bank thru which ideas are put into circulation. Furthermore, it should be a manufactory of sound and wholesome sentiment. Thru it should flow vital impulses, quickening the industrial, the business, the social, and the moral life of the people.

To be more explicit, the country weekly should print the news of the community—all of the news; the news of its industries, including the farm, the news of its business, the news of its social activities, the news of its religious life, and all the rest. All of this scarcely needs saying. But the editor of the country weekly should do much more, and this is where the idea of a

larger service comes in; he should aim to be constructive. If a farmer grows 100 bushels of corn to the acre, the editor should tell not only the fact but how the thing was done. To his advertisers the editor should be an advertising expert, giving advertising service that gets results. If the community may become the center of a consolidated school district, substituting for the little inefficient red or white schoolhouse, a larger central school offering greater advantages, he should take pains to get information as to the work of consolidated schools elsewhere and give it to his readers. If good roads are needed to bring to his community business that rightfully belongs there but is going elsewhere, he should see to it that his readers know the advantages of good roads in dollars and cents. If the town's official business is badly conducted and might be improved by a change of system, he should tell about the advantages of other systems and arouse the people to the need of a change. In short, the editor should be a maker of news. He should keep his community doing things of a kind that make news. This is what I mean by saying that the aim of the country editor should be constructive and that his office should be the motive center of the community. The man at the head of such an office has, indeed, a man's job.

I believe that this is the kind of thing that schools of journalism will see for the country press and will try to promote. This no doubt seems commonplace enough to you who are here for this convention, but to many it does not, and to the many who do not see these opportunities the schools of journalism can render a real service. I can see, further, the possibility of establishing in such schools bureaus or syndicates to provide country weeklies with articles of a kind to help promote constructive enterprises of the kind named. By direct contact with editors and by sending out young men and young women filled with such ideals of service, then, schools of journalism may aid in the development of sweeping constructive effort.

Schools of journalism have, then, simply made a start. They are as yet only getting on their feet, trying to find themselves, and to see what they **can** do. They have sent out young men and young women into the field, they have broken down opposition, they have built up lines of service to the city and the country press, they have created an atmosphere which is helping toward accuracy and fair play. Their future lies in the same direction, and, further, in helping to correct the evils of the profession and to create standards of professional ethics by direct contact with the press on the one hand and by training young men and young women according to high ideals on the other. But the big things before them are participation in recasting standards of news, in finding an answer to the problem of a really independent press, and in bringing the rural press to a realization of its wonderful opportunity and high calling.

**Co-operation of Press Vital**

All of these things must be done, not from the outside but as an integral part of the profession. I mean by this that you must take the schools of journalism as **yours,** as a part of the machinery of the publishing industry and of the editorial profession. The schools must become a vital part of the fourth estate and must be so regarded by you. Only with your assistance and co-operation in such a relationship can they render the service which is their high aim and ideal.

I say to you then, as to myself:

In this service—

"If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And—which is more—you'll be a Man, my son!"

# The Newspaper as a Community Power

## By Joe Mitchell Chapple, Editor National Magazine, Boston, Mass.

STANDING before the birthplace of Benjamin Franklin in Boston recently, I unconsciously lifted my hat in honor of the man who first made the newspaper a community power. This tenth son attended the Boston Grammar School, with the idea of becoming a clergyman, but his father could not afford to give him a college education, because of his inglorious failure in arithmetic. Benjamin was then banished to a tallow chandlery, because of figures.

It was a fortunate day when his brother James brought a printing outfit over from England, for at the early age of twelve, he was perched on a stool before the case. A printer naturally becomes a reader, and his first inspiration was from Addison's "Spectator," and Locke's "On the Human Understanding." His first newspaper work was on the New England Courier, one of the pioneer newspapers of America.

The first impulse of Benjamin Franklin as a newspaper publisher was the development of the community spirit. He was pretty vigorous in his editorials, and at one time his brother was imprisoned for refusing to disclose the name of the "Anonymous" contributor. Then Benjamin became editor and publisher—until his stuff was declared too hot for royalist favor. He went to Philadelphia and enlisted the support of the Governor, to back him in the purchase of a newspaper outfit in London. He wanted to still further develop the newspaper as a great instrument of community power.

It was while Editor of the Pennyslvania Gazette that he wrote the "Poor Richard's Almanac" to help out his circulation and continued his community work in inaugurating the first subscription library in America. He founded the Pennsylvania Hospital, and established an Academy of Youth, which later became the University of Pennyslvania. He invented the "Franklin" stove—and refused to accept a patent. He organized a union fire company, instituted night watch and street lighting.

At forty-three, he began his articles on 'Conjectures Concerning Electrical Matters," and established the identity of electricity and lightning with a kite, which has memorialized his name as a scientist. Like all good editors, he aspired to be a postmaster—and was a postmaster. Twenty-two years before 1776, as a direct outgrowth of the community power which he had been developing all these years, he drew up one of the first plans, "For the Union of all Colonies Under Our Government, so Far as Might be Necessary for Defense, and Other Important General Purposes." This was the first forecast of the United States of America, the outgrowth of the community spirit developed by Benjamin Franklin as a newspaper man.

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History is a bundle of biographies, and human achievements are inspired more by biographies than any other

one thing. Applying this to our newspaper work of today, it would seem to emphasize the absolute necessity of every newspaper becoming closely identified with the community spirit, and the development of a community expression. How much more important it is to discuss editorially the relation of affairs in your own community than to give first attention to far remote happenings except as they refer directly to some phase of life related to the home community.

The newspaper is essentially the community oracle. When the concensus of the public opinion is sought, it is made up from a record of editorial comments. An opinion, clearly expressed, on some general topic, is just as important coming from the editor of the smallest paper as from the high-sounding phrases and black-faced type of the metropolitan editor.

The editor's name may not be associated with every new enterprise—from organizing a street cleaning crusade to park or hospital—but his newspaper is the clearing house for items that concern the community and community interest transcend the cash register. The tendency of some newspapers to feel they have the power of censorship on home news and can color or restrain news of this or that because it may not be in accord with his personal opinions is only doing what was proposed in the legislation for which censorship—which was happily not pressed even during these strenuous war times.

JOE MITCHELL CHAPPLE

Editor National Magazine, Boston, Mass.

If the newspaper in the slightest way violates its purpose of developing community power, and giving to the community unreservedly of the news—it is abusing its censorial powers.

In these times more than all others, we have seen the glorious result of the work of newspaper development as a community power, for the State itself is nothing more than an aggregation of communities, as the Nation is a union of States: The federation of communities within a state is just as important as the federation of states and the old time competitive method of building up one community at the expense of another has passed.

As I look back on my newspaper career, I derive the most satisfaction from the work that was done in trying to make the newspaper, a community power. The bliss of creation and suggestion is the one great joy of an editorial heart. Don't you remember what a satisfaction it was to see that matter which you suggested developed; to see that street or that river bank beautified; that industry supported and completed; this church and school building, railroad or boulevard the result of discussion and agitation in your newspaper? These are results that mean more than profits—and are the substantial source of a generous community support of a newspaper.

With development of the community spirit, it is possible to have every man, woman and child in your community a contributor and financial supporter—directly or indirectly—to the support of your newspaper. Little booklets about the city—extra copies of the paper—there is some way to reach the hearts and incidentally the pocketbooks of every person who has a home in the community. I used to walk about the little city where my paper was published. I knew that every evening after the paper was handed over the threshold, in more than a thousand homes within certain hours, thousands of people were absorbing the information in those columns and thinking of what they read. It brought home to me, what the mobilized thought of a community means. A community thought once created is irrepressible, for the common thought that generates around the fireside when the evening or the weekly paper is read is a psychic force that defies analysis and has power beyond computation.

In my work as editor of the National Magazine, I found myself at first handicapped in not having a contiguous constituency that could be looked upon as one commnuity. Later I was encouraged to look upon the whole United States as the community which I must try to serve in the magazine. In this connection, the publication of the book called "Heart Throbs," was inspired absolutely by the same community spirit that impelled me to publish a special edition of the home papers concerning the resources of the community and containing photographs of people doing things in my town. There was little encouragement in just preparing a scrap book or a collection of prose and verse—but when this idea caught the community spirit of the United States with one thought and purpose, the people sent in fifty-two thousand selections representing their favorites,—it was a most astounding revelation of the power of the community spirit.

This book or rather idea found its way into a million homes because of an expression of the community spirit —a community of preference as to what constitutued the prose or verse that had stood the test of time made dark days endurable and sunny days enduring. The same was true of "Heart Songs," where the favorite selections indicated that note of harmony that prevails among people if thought is only directed to a common purpose and the true "community spirit" reached.

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Some day I hope to print an ideal newspaper, in which not only the dominant but the exclusive purpose will be the development of community spirit—in which every personal and individual in the town will have recognition for doing things worth while and not just to see their "names in the paper" as having given a pink tea or made a trip to Chicago. Newspapers are beginning to properly appreciate their own home people and the boy will not have to leave his own home town before he is given home recognition. The fact that he has been successful in Boston, New York or Chicago gives him distinction to which he was just as much—perhaps more—entitled, before he left than when he returned.

A new field has been opened to our newspapers, with

every community represented by the boys in khaki. The outburst of patriotism at this time is the real flower of the community spirit. When the boys go away, can you conceive of anything more important than to have them all write the home paper and let the folks know what they are doing? No matter what any great general may do, the home folks are always interested in their home boys, and how much there is for the girls and women and those at home to do in helping the boys in the field, not leaving them to depend upon the gratitude of the Republic—or the charities of the Red Cross. It's the home stuff that counts.

There is work for every one to do every day. The call of the Liberty Loan made its demands to the point of sacrifice on the part of the people—to say nothing of the increased war tax. It was a triumph of the "community spirit." We can easily appreciate the sunshine once there is a shadow. We cannot appreciate life, tragic as it may seem, unless we know of death, and the growth of the nation; the development of our community has its price which must be paid.

From the newspaper offices all over the country in times of peace, when patriotism was at a low ebb, the flag of the country has been at the top of editorial columns indicating the unswerving loyalty of the newspaper man. The country today is blazing with the radiance of the Red, White and Blue against the verdure of the newborn summer—a picture impressive and inspiring. The presence of the flags of the Allies would indicate that the world itself recognizes the power of the international community spirit—the power of protecting and defending common ideals of democracy and civilization, which are in themselves nothing more than a broad community spirit depending upon every unit, every link in the bonds that are bringing to all the peoples a new civilization of the earth.

The free future of the world is in the hands of the communities. The power in the communities still remains in the hands of the newspapers as in the days when Benjamin Franklin realized that the supreme vocation of the newspaper was to develop the community spirit. The year 1917 is no time for the loafing and leisurely habits that have crept upon some of us in newspaper work. This is a time for activity; for making every issue of the paper pulse with the purpose of inspiring every man, woman and child to realize that there are latent possibilities and reserve powers that must be brought into play in these perilous times.

We must realize the magnitude of the nation's responsibility as a world community. We can all see the great arch of steel that overhangs the world today transformed into the prismatic hues of the rainbow of peace—in which appear the radiant colors of the flags of all nations and all communities consecrated to ideals that bring the "Parliament of Man, the Federation of the World," closer to a realization than ever before.

# For a Field Secretary

## By Frank O. Edgecomb, Signal, Geneva, Neb.

A NAME is not always important but it may show the condition of the minds of those who gave it at the time it was given.

When the National Editorial Association was founded modern efficiency ideas were not as generally studied as now and the makers of organizations were inclined to make general plans rather than provide for their profitable execution. Inter-state railroad passes were to be had for the asking and the possibility of continent-wide travel made a strong appeal to those situated so they could avail themselves of it. The coast people wanted to see Yellowstone Park and the Grand Canyon and the prairie states wanted to travel over to one coast or the other and take a bath in salt water. The gulf state people wanted to go up north and see real corn fields and whole townships of wheat and oats and the Minnesotans wanted to go down to Texas and Louisiana and get warm. All these things they have done.

In the beginning the central thought of our organization was undoubtedly to afford newspaper and other writers opportunities to gather first hand information and inspiration for their work as writers. Incidentally there was always some consideration of the technical side of newspaper making and a modicum of respect was paid to the business office, but the writer people were expected to be the big noise and to have possession of the spotlight and the center of the stage most of the time. The general attitude was one of acknowledgment that there was a business office but the less said about it the better. The term was a synonym for a sordid fact, a necessary but awfully unpleasant evil. No reference should be made to the business office in polite newspaper society except under extreme provocation.

Eventually conditions changed and the National Editorial Association went on the financial rocks, or, perhaps I should say it stayed on longer than usual. Reorganization resulted and the name was changed to National Press Association. This gave a gleam of hope but in a very short time the name was changed back to National Editorial Association. Those who secured the change did so on purely sentimental grounds. Those who thought the change foolish thought also that the name didn't matter much and kept still, so there was no actual opposition to the change of the name back to National Editorial Association.

If our Association is composed exclusively of writers, or if we gather annually for the exclusive purpose of increasing our ability to write thru increasing our information, studying writing methods and gathering inspiration, the name of our Association is proper enough. Otherwise it is deceptive. I am only discussing the name to illustrate an existing condition and to draw attention to the fact that many of the men and women who are succeeding as newspaper publishers do not have a high regard for our Association because they consider it nothing more than a social club. They are engaged in building up important business enterprises and they feel they do not have the time to travel long distances to secure social diversion that they can and do get in a fair degree much nearer home.

Only a candid examination of facts, or apparent facts, can be of any help, and I have no wish to waste time on anything that can be of no help. Necessarily our Association attracts a number of people who have leisure for travel. They have achieved so much success already, or have inherited it, or have partners or someone else at home to look out for the financial feature of travel, that they are moderately independent financially. Such mem-

bers do not worry about the future of the Association or care especially whether it is beneficial to those men and women who are beginning newspaper publishing, or who have not yet achieved pronounced financial success, to such an extent that they feel that they derive financial profit out of their membership.

I have heard it charged on the floor in large meetings of state associations, and it has occurred in several states, that the publishers of trade papers, society journals and magazines and other persons not personally concerned in the welfare of country publishers take too large a part in shaping the work of the National Editorial Association to make the Association of much use to the country publisher. Personal knowledge enables me to say that some of the trade paper publishers are very keenly alive to the needs of the country publishers in an organization way and never by voice or vote do anything objectionable, but there may be others.

MR. FRANK O. EDGECOMB
Signal, Geneva, Nebr.

The sentimentalists and the faddists feel that a rope of sand will hold our organization together, but I am convinced that what we need is a golden cable of possible financial profit. Our members no not stick., The flag-wavers, the drum beaters and the dinner hunters and those who would travel a good deal anyway stick well enough. The rural publishers of the country, of whom somebody has made many thousands and who therefore should be beloved and encouraged, do not stick. Only a few of them ever come and only a few who do come stick.

At the Oakland meeting two years ago the constitution was amended to provide a little more revenue, since the Association is nearly always flat broke. At the New York meeting last June the executive committee yielded to the entreaties of somebody, we suspect not country publishers, and changed the constitution over night, undoing the work done at Oakland. This is merely cited in passing to show the business inefficiency of the past. Before the New York meeting was over the hat was being passed to raise money with which to help fight the print paper trust and to attend to other important business. A properly conducted association should have a little money on hand for such emergencies and it would be collected from a large membership instead of being almost exclusively out of the pockets of a few willing workers.

Some of our ways can be amended but probably not our way of choosing a president. The president of a great corporation is chosen because of his expected or proved ability to dig up dividends for the stock holders and he is kept as long as he finds the digging good. We elect a new president every year as a purely sentimental proposition and sentiment is about the only result at the end of a period of years. Despairing of any change in president choosing, I merely suggest a sweeping reform in the business management of the Association thru the election of an executive board of five or seven members who can and will carry on all of the business affairs of the Association and who shall hold their offices for terms of five or seven years, only one member to be elected each year after the first election. Sweeping annual changes in the governing board are fatal to efficient organiation.

Of course it will be necessary to make adequate financial provision before any real work can be accomplished. Aside from the necessity to put membership on a sounder financial basis and maintain fees and dues when they are established, I have but one other suggestion to make. Those who have ears to hear already know of the Iowa field secretary plan, now in the third year of its extremely successful operation. The National Association should begin at once to prepare to adopt the Iowa plan, modified to suit national needs if modification is necessary. In at least half of the state associations the members thereof know little or nothing of the work of the National Association and commonly have much prejudice against the National Association. The belief is not uncommon that the National Association is a purely junketing organization kept going by the wealtheir weekly publishers and the publishers and writers who reside in the larger cities. The right kind of a field secretary could in time overcome this prejudice, correct these misunderstandings and build a large membership of real publishers.

I am not indulging in any dreams about the building of print paper mills or the creation of a bureau to handle foreign advertising in a national way. If any such matters are ever brought to fruition it would be after years of growth and study. They are not present possibilities. An efficient national organization could, however, secure the building of paper mills by private capital that would be content with profits a little this side of robbery. Such mills could be protected by long term contracts with a considerable number of publishers with proper bond safeguards. Nearly every argument in favor of a state association adopting the Iowa field secretary plan applies with equal force to the National Association and it is therefore not necessary for me to enumerate any of them here.

In a certain Texas town a fire occurred in the town hall and considerable damage was done because the fire extinguishers wouldn't work. At the next meeting of the town council one of its members proposed that hereafter the fire extinguishers be examined fifteen days before each fire. On behalf of the folks in 'steen thousand newspaper business offices I move a similar examination of our association fire fighting apparatus.

# Country Correspondence: A Means of Getting and Holding Circulation

By Chas. F. Hackett, Editor of the New Era, Parker, S. D.

IT is with deep pleasure I once more have the golden opportunity of greeting the veterans and the newer recruits of this great association. As the printing craft is "the art preservative of all arts," the promotion of art, science and government also springs from the printed page.

I take it that everyone within my hearing is either personally connected with a newsper, a magazine or other periodical, or is nearly related thereto in some manner.

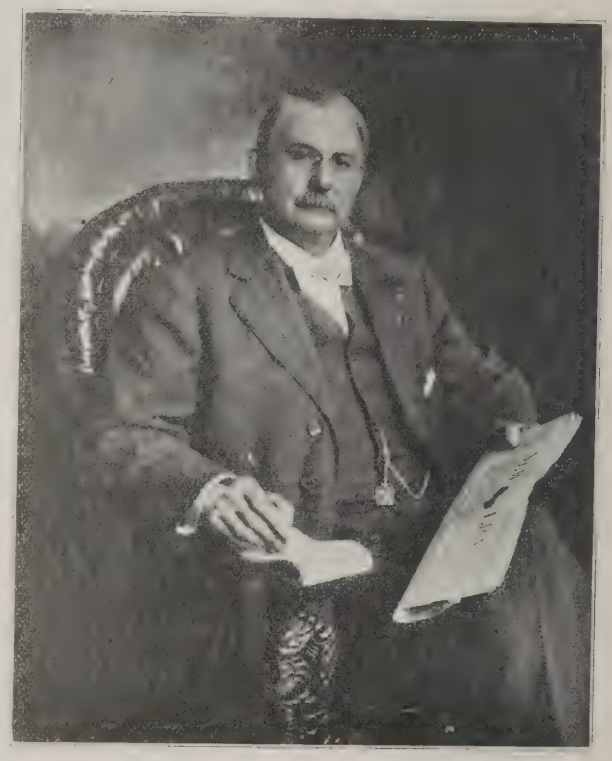
Hence I feel that I am speaking to newspaper men and women to the manner born, to an intelligent, a comprehensive audience, and that prefacing of remarks is unnecessary.

The regnant thought one should give an enterprise, or in contemplating or in entering upon it, is that of SERVICE—the best service to the cause or vocation that can possibly be given. "For it is by giving, we get." This is manifested in so many ways that I need not here enter upon the discussion thereof, merely remarking that service begets strength, development, life: full service brings its own reward. The better service we give, the greater these attributes and larger the reward.

Speaking thus solely from the standpoint of newspaper ethics, the better the service the newspaper gives its patrons the larger the rewards to both patron and publisher.

When the Dakotas comprised one vast Territory of 148,000 square miles of magnificent virgin domain, inhabited almost exclusively by the Indian, buffalo, coyote and other wild animals, I took up newspaper work on the then frontier. Since then I have seen more than two thousand newspapers launch out in that great realm and three-fourths of that number die for want of appreciation and patronage. The fittest survived; and the fittest are those that gave good service to their patrons. One cannot successfully run a newspaper without giving good service any more than can a hotel, a store, a college, or any other enterprise or institution thrive without giving good service to the public. The better the service, the greater the reward and the larger the satisfaction. It is service in each department that makes the full measure of success. The editorial column, the commercial review, the school, the church, the societies, the improvements, the comings and goings, should each be interestingly noted. But do not neglect the people of the rural precincts environing your home town or the people of the towns naturally tributary to your home town—people who would be your readers and subscribers if you gave their local happenings and aims fair news service. The farmer and his wife deserve just as much attention in news service as the home merchant or his wife. Remember, the farmer has come to his own. Three-fourths of the autos sold last year were sold to farmers. The farm home is a large patron of newspapers and magazines. Get into them strong. The farmer's son and the farmer's daughter are no longer neglected educationally or socially. A majority of college graduates are now farmers' sons and daughters. Telephones, free mail delivery, modern home appointment, etc., have come to the farmers of the higher class, and soon nearly all of them will have such comforts. The farm community also demands that its social and religious doings its fine herds of pedigreed livestock, its weddings, picnics, etc., shall have like attention from the local newspaper as the town people receives. Give all a square deal—service; and your reward in subscribers and other patrons is sure.

If a farmer pays $1,000 for a horse, $100 for a sheep, or $200 for a hog, builds a new house or barn, gets a new auto, or his wife has a prize coop of chickens, or if there is a guest at the home, if there is visiting around, or if the son or daughter goes to college—give these facts just as nice a mention as you do like events happening in your home town. If you do not, failure is yours sooner or later. Glean your field—enlarge your field.



MR. CHAS. F. HACKETT
New Era, Parker, S. Dak.

From the time I established the New Era on the frontier of southeastern Dakota, nearly 40 years ago, I have made the paper a representative country paper. At least as much space was devoted to country correspondence as to town affairs. My subscribers in the country are as a class now well-to-do farmers. A good percentage of those subscribing for my paper in the pioneer days are with us yet. If not, their children or grandchildren likely are. Country correspondence won them in the first place. Country correspondence holds them. These patrons often thank me for giving their doings mention. The want column and the for sale column, the farm auction patronage, are much increased thru the country correspondence page.

It takes patience, tact, work to get and retain country correspondence. In the early days, when the settlers were largely new to one another, the correspondence came in as a matter of settlement enterprise purely. The settlers wanted to induce others to know their enterprise, their doings, their vicinity settelment advantages. We gathered the country scribes in reunions twice a year, had a literary program, a banquet, and a grand gettogether time. Later, we began paying the scribes for their work. This we found more satisfactory. The items came in regularly therefrom. The compensation is not large, but the mother, the daughter, or father or son gets pin-money that way she or he would get in no other way. Our scribes average from 20c to 50c aweek, according to the amount of news or the importance of the news. Remember, ours is a modest country newspaper and pays accordingly.

We try to get the best correspondent we can by urging upon some capable person to do this as local pride and helpfulness. This with the pin-money gets and holds the correspondent. We also give them 25 percent commission on new subscribers. Country school teachers, rural pastors, intelligent retired farmers, make good correspondents, we find.

These correspondents need more or less coaching at first, and their items need more or less editing, but by a little instruction thru personal letters or printed rules, the writers as a rule soon become correct and apt. If they do not, we look out for a successor.

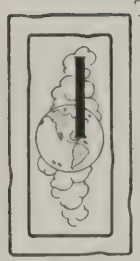
I was early made to realize the full measure of the value of country and nearby-town correspondence by increase in subscriptions from the rural precincts and neighboring towns and villages and by the percentage of loss subscriptions from such localities when the news was omitted for a few weeks from any precinct or neighboring town.

It is a grand game—this brightening the home life of the country folk as well as of the city folk by chronicling their enterprises, their material, social and intellectual improvements, their church and society doings, and their weddings, graduations, new autos, fine livestock, birth, etc. And why should not the out-of-town patron get the same service from his or her county newspaper as the town patron, the patron directly under the editor's or reporter's eye so to speak? Put human sympathy, helpfulness for others in your newspaper. Not only is "virtue its own reward," but helpfulness not only begets helpfulness, but the satisfaction from "well done" is deep and abiding.

Therein lies the success of a county or countyseat newspaper—therein lies its longevity, its success financially and newspaperishly.

# Political Advertising—What Can We Do?

## By O. M. Levang, Levang's Weekly, Lanesboro, Minn.



IT'S a safe bet that all of you during the past few months have complied—possibly not cheerfully—with the following request from one or the other of the Federal Reserve Banks:

"Send receipted bill at your regular card rates that this bank may submit an accurate record of your donation to the United States Government."

There are no better partiots than newspaper folks. But it isn't because of this fact that the craft is asked to give its stock in trade entirely free to the richest government in the world. No other craft, no other class of business men is asked to do the same or as much for the government. But then—there is no other craft, no other class that has been industriously at it year after year teaching the politicians—who ultimately become the powers that be—that their stock in trade is not worth paying for.

I am not criticizing the Government for the action taken in regard to newspaper advertising. The blame for such action rests on your own shoulders. It's but a perfectly natural result of the manner in which the press, especially the country weeklies, have been handling political advertising.

I do not know of any reason for being requested to address you on "Political Advertising," except it is supposed that two defeats as a candidate for political office should have given me the necessary inside information.

If so, the conclusion arrived at is entirely wrong. What inside information I may have about the newspaper in politics, I have gained thru nearly thirty years in the newspaper game.

If I should sum up in one sentence the conclusion arrived at after all these many years of close observation, it would be this unpleasant one: The country newspaper men are as a class the greatest aggregation of easy-marks in the United States, if not in the world.

Before proceeding further, before telling any more unpleasant truth, I suppose that for my own safety's sake I better prove this assertion. I shall try to do so by relating a few personal experiences, because such experiences or similar ones have undoubtedly been the sad fate of every newspaper man here present.

I am possibly one of the very few here present who has had the good fortune or misfortune—you may call it whatever you like—to become a citizen of the United States by my own free will. I adopted this country as my own while still a young man. Not having inherited any political convictions, and being old enough to think for myself,—it was up to me to study the situation and select the party with which I should affiliate. I did so, took my time about it, too,—and became a Republican, and I have been so ever since, in principle.

In those days I wasn't only a Republican, but I was a fanatic Republican. I remember one instance way back in the late eighties. I was running a Norwegian newspaper in Sioux City, Iowa. It was slim pickings,—frankly, it was starvation. Naturally, the paper was strongly Republican. In its columns I supported every mother's son on the Republican ticket. All the candidates patted me on the shoulder and called me a fine fellow,—but they never came across with a red cent. One day a member of the Democratic committee came and wanted to buy advertising space for his party. I turned from him in horror;—to sell advertising space to the Democrats would be treason to my party. Well, the Republican ticket won, the Republican candidates who reaped the rich pickings, were profuse in their praise of my assistance, and I—or rather my paper—starved to death.

That's the kind of easy-mark I was then. But there are still left a large number of that kind of easy-marks

among the newspaper boys. I know of at least two in my own county who refused to sell advertising space this last presidential campaign for the same fool reason that I had nearly thirty years ago.

There is but one thing—outside of subscriptions—that a newspaper man has to sell, and that is advertising space. And there is but one thing that he does NOT have to sell and should never sell,—and that is editorial opinion. As long as you do not sell your editorial columns, there is no reason in the world why you should not open your advertising columns to political advertising. If—in your opinion—the truth is not told in these political advertisements, you can tell the truth, as you see it, editorially. And by printing these advertisements and calling attention to misstatements in same, you can do your party and the principles and causes represented by your paper more good than by refusing your readers to hear the other side.

During the last presidential campaign and since there has been much criticism of the two national political committees, because they spent immense amounts for advertising in the large dailies—and not a cent in the country press.

"The American Press," one of the best of our trade papers, gives as a reason for this "that neither of the parties were sufficiently far-sighted to make appropriation for advertising in country newspapers, and that the national committees have not come to a realization of the value of advertising in the country press."

Now, "The American Press" is as good a friend as the country newspaper men have. But this statement of theirs is all bunk. It isn't that national committees and politicians in general do not recognize the value of advertising in the country press. They do recognize it. They know even better than the newspaper boys themselves the value of such advertising. But they also know from long experience that such advertising can be obtained without cost. For years and years the country press has been doing this work without money and without price,—if honeyed words and flattery are not to be counted as remuneration. And there will be no real money in sight for such work until such time as a majority of the newspaper men cease to be suckers.

As long as you and I will continue to print free of charge the hundreds of columns of "boiler plate" sent out by political parties and individual candidates, there will be no appropriation for country press advertising. If you want real money,—quit using canned editorials and political articles, and spit out your own opinion thru your editorial columns. It may be a little wearying on the brain, but it will be mighty fattening for the bank account.

I know from personal investigation how the country press is looked upon by the party managers and the majority of the individual politicians. It was my privilege—if you can call it so—to hobnob for a few months with the great and near great in the nation's capitol. I suppose you think it was the great problems of the nation that mostly occupied the brains of these great men. If so, you think wrong. Most of their time was occupied in discussing and planning some new publicity stunt—something for which the dailies and mostly the country press would fall and give them free mention. And their opinion of the country newspaper men was not very complimentary either. I have heard more than one congressman say that "a couple of packages of garden seed or a public document of some kind ought to secure the support of the country editor for the next campaign."

And my observation has been that they have not been far from right in their size-up of the situation.

I am going to relate just one instance of how it works. I am going to mention no names. But there was one congressman who wanted some personal advertising, and he wanted it free. So he hit upon this scheme. One day in snooping around the Department of Agriculture he ran across some certain kind of seed that he could have for the asking—565 small packages in all. They weren't anything exceptional at all. It was stuff that you and I could buy from most any nursery man for a few cents per package. But he saw a possibility of gold-bricking the newspaper men of his district and to obtain several hundred dollars' worth of advertising space for a song.

So he had the packages sent to his office, and then he dictated a very smooth letter to his ten dollars per week office girl—just at that time he could not afford a private secretary, as he had use for the government allowance himself. The letter set forth in glowing terms the great possibilities of these seeds, how after months of strenuous effort he had been successful in obtaining a small supply from the government, and advised that his constituents should hurry to secure a package—"first come, first served."

Then this circular letter went forth to the seventy-odd newspapers in his district with an urgent request to spread the glad tidings. And there were only two editors in the district who were wise to his scheme. The others all printed the letter in full and made complimentary comments—and the congressman got some seventy columns more or less of advertising space, front page, top of column, without any cost whatever to him.

In view of the many times that country newspaper men allow just such things to happen, is it any wonder that individual politicians and national committees hold the country newspaper man in contempt as an easy-mark?

In my opinion a newspaper editor should treat a professional office seeker or a candidate as he treats a merchant. These candidates do not seek offices because they desire to benefit the party with which they affiliate. They seek the offices because it will benefit them individually.

Certainly, there are exceptions to this rule, as well as to all others, but they are few and far between.

You wouldn't give a merchant a column or two of free advertising because he shook your hand and smiled upon you. Why then should you do it to a politician who is looking for a soft snap for himself?

There isn't a reason in the world why we should do it. But we have been doing it all these many years, and it seems mighty hard to get cured of the habit for most of us. I have done it myself. But—I had an experience this last fall, which I hope will cure me from being that particular kind of a fool forever and a day.

For more than 18 years past I have missed no opportunity to boost a certain man in my state who has been much honored by the people. I considered him a personal friend,—and he has been a fairly good official. The advertising space that I have given this man during these many years, if paid for, would have amounted to at least a thousand dollars. All he has given me in return has been hundreds of hearty handshakes and beaming smiles —and the yearly subscription for my paper.

Last year something happened to this man. The people of the state found out that they could do without him. Politically he was down and out. Realizing this, he at last showed his true colors. Coming into my office one day last fall he wanted to know, how much he owed on subscription. He was in arrears since the first of the year, and I answered: $1.50. "Well," said he, "the year isn't out yet, and I do not intend to pay for what I am

not going to get. I want you to stop sending me the paper at once."

So I patiently figured out that he owed 18 cents less than the amount for a year's subscription, and I got my money.

18 years of boosting, and to him it wasn't even worth 18 cents—one cent a year.

That's the usual experience that a newspaper man will get from a professional politician. Isn't it time to wake up to the fact that a man doesn't even get "Thank You" for being a fool.

The only possible way for a newspaper man to get paid for work done for a politician or a state national committee, is to quit doing things and giving away space for nothing. When you yourself realize that your time and your space is worth something, you will be surprised to find how quickly those interested will also discover it and come across with the stuff that pays paper bills. If you wake up to this fact, you will soon find that there is a better time coming.

# Editorial Preparedness

## "Get the Scrap-Book Habit"

### By Erwin Funk, Democrat, Rogers, Ark.

THAT is a rather impressive subject; not much more so than the subject matter that accompanies it. To be more accurate it should have read, "An Aid to Editorial Preparedness." Real editorial preparedness is a subject to be handled by such experts as our beloved brethren, Walter Williams, Will R. Mayes, W. P. Kirkwood or Talcott Williams.

When one talks of "preparedness" these stirring days, he ought to be prepared to give you real inside "dope" on the subject. It isn't sufficient to get by as did the youth, who when called upon to write an essay on baseball, handed his teacher a slip of paper on which he had written, "Rain—no game." We are confident it was not one of Mr. Kirkwood's graduates who closed the story of a murder with this sentence: "Fortunately for the deceased, he had deposited all of his money in the bank the day before, so he lost practically nothing but his life."

But my twenty-three years' experience as a country newspaper editor has taught me there are short cuts and tricks in all trades, and that not all of them are to be learned in our schools of journalism. Some we learn by contact with our associates; a lot more we glean from our trade journals, and few we manage to accumulate upon our own initiative. My ideas of editorial preparedness have nothing to do with the theory advanced by an Eastern professor that what one eats affects one's literary output, whereupon it was suggested that the professor had been dining upon fudge.

It has been said that every man ought to have a hobby to take his mind away from the problems of business and sidetrack him on a new line of thought. My hobby doesn't exactly do that for it fits right in with the daily grind.

The first thing in the reading line that interested me in my youthful days was my mother's old scrap book. It is still in existence and quite as interesting as Joe Mitchell Chappel's "Heart Throbs." The idea appealed to my fancy and at the age of ten I started a scrap book of my own. Today it might well serve as an autobiography.

Did you read Irvin Cobb's "Looking Both Ways from 40" in the May American? Only a month or two separate us in age and it was with an appreciative grin that I read his references to the days of celluloid cuffs, safety bicycles, E. P. Roe's novels, the pug dog, the peach kernel watch charm, the mustache cup, etc. My old scrap book would recall his boyhood days, for after a few pages of short stories, poems and ancient jokes, appears the first news clipping, headed, "John L. Sullivan is King; Defeats Jake Kilrain in 75 rounds." And then follows the story of the Cronin murder; the Johnstown flood; a visit by Ringling Bros. circus, then a wagon show traveling overland across country. A year later and we read of the Maffia Massacre at New Orleans; international affairs were calling me.

Still a little later and the clippings teem with the names of Nancy Hanks, Hal Pointer, Yo Tambien, Alix,

MR. ERWIN FUNK,
Democrat, Rogers, Ark.

John S. Johnson, the bicyle speed merchant, and football and baseball heroes that have long since been forgotten. Then stories of the World's Fair at Chicago, for after my visit there I was confident I had seen the world at its best—and also its worst.

In 1895, we reach the story of the twelfth semi-annual fathering of the Upper Des Moines Editorial Association at Estherville, Ia., where I was the youngest member present, serving my second year as editor of the Manning (Ia.) Monitor. Among those present were Congressman

Jonathan P. Dolliver, Lieut. Governor Matt Parrott, Al Adams, Harvey Ingraham, Senator A. B. Funk, Bernard Murphy, Lieut. Gov. Day of Minnesota, Lon Chapin, and other names more or less familiar to the newspaper men of that day and section. It comes back to me now with particular force for on that trip I was on Minnesota soil for a few minutes for the first and only time in my life until I landed in Minneapolis the other morning.

Then comes pages of clippings showing that the youthful owner was breaking into the correspondence field for the Omaha, Des Moines, Chicago and St. Louis papers, and one never-to-be-forgotten murder that was landed in the St. Paul Pioneer-Press. And no check of today is so treasured as a letter of appreciation from S. C. McFarland of the Marshalltown Times-Republican, that is pasted across one of the pages of that first scrapbook.

Another year, and the scene shifts like a movie film to the hills of Northwest Arkansas; the clippings boast of whole train loads of peaches, and apples, and strawberries; the figures become the results of Democrat primaries, and school elections, and convention fights. And then too suddenly, without explanation or excues the old book closes. There are a dozen or two blank pages left, but the requirements of the situation had outgrown its limitations and on the shelves before me as I write this article are a half dozen scrapbooks and filing cabinets. The old scrapbook, started as a means of amusing or interesting the youth, has developed into a matter of real importance in shaping the life work of the man.

As one grows older, there are so many more things to be remembered and the memory is apt to grow less reliable, so in the same proportion does my appreciation of the value of my scrap books grow. Many fads and many fancies have appealed to me in the past years, but they have only served to increase my interest in the world in general and to make the subject matter in my clippings bulk still larger.

One of the most important departments in every city newspaper office is the "morgue," where you can find something about everything under the sun. But it is a feature that has been neglected by all too many country editors, and I speak with special reference to local stories and statistics. One reason for this lies in the fact that many editors would refuse to do anything to help a successor, and if they accumulated a valuable collection of local historical data, might have it in such shape that it could not easily be left behind when he moved on. In my own case, I confess that it would not be an easy matter to separate the local records from the stories and references that I feel are really my own property and do not belong to the Democrat office.

In these scrap books and letter files are the correct figures for the fruit crops of Northwest Arkansas for 21 years, and so far as I know, the only available data on the subject. They have been used as the basis for hundreds of articles, not only by myself but by many correspondents who have been forced to come to the Democrat office for reliable information. It would be possible to go thru the files of the Democrat and secure most of these figures, but think of the saving in time in having them at hand in a convenient form.

And the figures for each primary, (more important in Arkansas than the general elections themselves); school elections; the tax levy for each year; data as to climate; so that one is not dependent upon the rather elastic memory of the "oldest inhabitant" as regards the coldest day, the earliest frost, the heaviest rain, etc. Prices for the fruit crop each year are available and furnish an accurate foundation for a survey of the industry over any given period of years.

If I were entering a new field today and had a complete set of files in the office, the first thing I would do would be to go thru those files and compile on indexed cards just such detailed information as has been suggested. It could not be clipped and filed with such a wealth of detail as is possible when it is kept up to date month my month, or week by week, but there would be a brief and accurate history of my town and county at hand for ready reference. Turning out copy with such a "first aid" is a joy and a pleasure, and there are no "come backs" as are experienced when you have to phone all over the country to find out what you ought to know yourself, and then fail to get it correct.

There is a real cash value in these scrap books and a score of times when a little spare time was available, they have furnished copy for special articles for the city dailies or the farm and fruit journals. Illustrations are always great aids in selling farm and fruit stories and in my filing cabinet for that purpose, I place every photograph that holds a story within its range of possibilities. Some are taken with my own camera as I go about the county, some I pick up at the local studios, and the others are grabbed as the opportunity offers.

My clippings are not limited to the immediate local field, but include many stories of farm and fruit from exchanges that suggest an idea worth looking into or that may be valuable as suggestions to the home people at some future time. It is a deposit fund to draw upon whenever I am in a hurry or want to get away from home to attend editorial associations.

It was a comparatively short time ago that the Democrat adopted the plan of publishing a brief review of the leading local events of the year just closed in the first or second issue of the new year. Several readers had asked for it and we gave it a trial, using about three columns for that purpose. It proved such a convenience to the editor, and saved him so many trips to the files to learn this or that date, that now it is a regular feature. And these condensed yearly reports are all pasted in a little book that lies on the editor's desk and enables him to find in a moment the date of every important event that has transpired in recent years. As a saver of time and a settler of arguments it is without a rival in a country town where the editor is called upon to act as umpire for half the disputes that arise.

One specially indexed scrap book contains poems, short stories, jokes, essays, editorials, etc., that are specially adapted for the various holidays and seasons of the year. Whether it be the Fourth of July, or Thanksgiving, or Christmas; whether it be a hot spell, a cold spell or a drouth, whether it be a circus, a fight, a good road meeting, or a fooball game; there is usually something in that book that is applicable to the situation. It's an easy matter to keep up the supply if you once get the habit, and you will find it a source of pleasure and helpfulness. These clippings are of course not pasted. Sometimes a gummed book to which are fastened one corner of the article is a good scheme, but I was always finding that I had been a trifle too ardent and that the whole or a large share of the article was fast and had to be mutilated in getting it loose. That is just a matter of choice; some prefer the filing cabinets and the large indexed envelopes.

Specialize in your home field; make yourself an unquestioned authority regarding all the resources of your city, county and your portion of the state. Whether it

be climate, or fruit, or grain, or mineral, or timber; whatever your locality specializes in, make that your speciality. Collect and index every fact and every item that you know are trustworthy. In a few years, aside from your business acumen or your ability as a writer, you will be in a position where your rival, unless he is doing exactly the same thing, can never hope to pass you. Get the scrap book habit; and get it now.

* * *

# Issuing a Successful Suburban weekly

## Paper Read by J. C. Brimblecon, Graphic, Newton, Mass., at N. E. A. Convention, Minneapolis, July 11, 1917

IN the first place, let me disabuse your minds of even the suggestion conveyed by the title assigned me by your energetic President that I am at all qualified to give you any worth while information from my personal experiences, of the ways and means of "Issuing a Successful Suburban Weekly."

Success from a newpaperman's point of view it seems to me has three distinct aspects.

First, the ordinary, mercenary goal of mere money, and from which I am hopelessly disqualified, for I have not yet attained even the luxury of a Ford car.

Second, to control a newspaper which is a potent factor for good in the community and to which the residents thereof, look for advice and guidance. Here again, we fail to win even a place, for our best efforts for many worthy objects, have met with a seeming indifference and an apathy that sometimes affects our spirits like the proverbial wet blanket.

And last of all, there is that individual consciousness which one might feel when he has produced a newspaper which fully meets the ideals which each one of us has set up for highest accomplishment. And while I have had occasional glimpses of the that ideal, its achievement is still far in the future, and I doubt if any newspaperman or woman ever attains and retains that Utopia of every editorial sanctum.

If you will allow me therefor, to accept the title, with a broad mental reservation regarding the "success" of our efforts, I will endeavor to give you some of the experiences we have encountered in producing a suburban weekly during the past seventeen years.

Every man, it is said, thinks he can edit a newspaper and run a hotel and when I began to realize that a municipal office I had grown into from boyhood, was a snare and a delusion, I entered the newspaper field as an editor and printer, with an arrogant confidence, which I now recall with amused amazement. My troubles began at once and for ten years I experienced every known trial and tribulation of the country printer-editor. Being brought to a stern realization that I was not born to be a printer, I sold out that end of the business some seven years ago, and since then I have no fear of drunken compositors, the broken down press interesteth me not, and I fail to worry over the lack of power for linotypes and presses. In other words, I now possess a peace that passeth all understanding. We serve a peculiar community in the city of Newton. Each one of us has a peculiar community to cover, and there are approximately 20,000 peculiar communities in these great United States. My peculiarity consists in the fact that our city of 43,000 persons is divided into ten distinct village centres, about a mile apart, each with its local stores, churches, schools, clubs and village life and with most of the male inhabitants commuting daily to Boston—only seven miles away —and having but little interest in our city except as a bedroom. The only matters of general interest relate to our municipal government, city and state politics and a few loosely organized federations on charitable and philanthropic affairs. In addition, our territory is fully covered by the great Boston dailies and we have five competitors in the weekly field.

The first appeal of the Graphic is to the strictly local side. We gather all the so-called "chicken feed" gossip which can be used as news, and which the Boston dailies ignore. Every big story in our city, is, of course, given the widest publicity in the metropoiton press, and it would be worse than folly for a small weekly paper, usually coming out several days afterwards, to give it the space it otherwise might deserve. But in the field of personal mention, small social affairs and neighborhood talk, we endeavor, with some measure of success, to interest the community. We usually print between 200 and 300 times of this nature, none of which are of sufficient importance to warrant a one line head. We obtain this information thru the active canvass of a woman reporter in which the telephone is an invaluable aid. Church news, with forty churches in the city, is also a feature and one which makes us many friends. The masculine element is interested in a weekly article on matters of local importance at the State House during the annual sessions of our Legislature and by by the manner in which we cover the work of our city government. We also found a large amount of interest in the older persons in the city, in the republication of items from our files of 25 years ago, and which have some bearing on present day conditions.

Possibly, however, the most important feature of our paper is its woman's page which has been splendidly handled by our woman editor for the past ten years and has achieved quite a reputation in the women's clubs thruout the state. Our city is the home of many organizations of women, largely due to the scattered nature of the community, each village having one or more woman's clubs and all combined into a city federation which has and is a power in many ways. We publish from two to eight columns of material of this nature each week and have, I believe, earned the good will of the ladies for our work in this direction.

We believe in the crisp, paragraphic form for editorials, perferring to arouse the mental activities of the reader along the line of thought indicated, rather than to present long and elaborate arguments, most of which remain unread. We also believe that editorials in a suburban weekly should be strictly local in character. No matter what our views may be on national and international subjects, we do not attempt to advise President Wilson or Congress on their duties in this respect. We endeavor to express an honest opinion on the issues of local interest and general matters in the state which have local application. We stand for a better city in every possible way and do not hesitate to criticize even the so-called better element, when they advocate measures

which appear to us to be unwise or untimely.

We do not follow conventional lines in the way we conduct the paper. We do not admit the divine right of self elected leaders of journalism to say that this, that or the other is "good form" in newspaper work. We are willing to try most anything reasonable at least once, and our ideas on makeup, advertising and subscription work have been evolved thru this kind of experience.

We have always taken pride in the appearance of the paper from a mechancial standpoint—or we did, until the high price of paper stock forced us to use a cheaper quality. We endeavor to please the advertiser, from whom cometh the wherewithal for bread and potatoes. In the makeup we try to give every advertisment a next-to-reading position. We believe that as our product is of but passing interest, it is not necessary to make an artistic masterpiece of each issue, and we give the advertiser as much prominence as possible without offending our readers. In this connection we have given the most careful consideration to the mooted question of advertising on the front page, and fail to see great merit in the fixed rule of many publishers to keep advertisements entirely off that page. Our makeup allows advertising on the first page—below the horizontal fold. This gives us ample room for displaying the news features of the week, makes a good appearance for the transient reader as it lies on the newsstands, and at a 33 1-3 percent increase in rates, yields us a good revenue, which is not at all despised.

Now matter how well edited, no matter how well printed, no matter what interesting features you may publish, every newspaper must have subscribers to justify its existence, and the growth of the subscription list should be the chief aim of every up-to-date publisher. We have not followed conventional lines in our efforts to get new subscribers. We want more subscribers and still more subscribers. We have given away cook books, pencils, saucepans and other forms of premiums without definite results. We have tried straight solicitation. We have used the telephone and we have tried the contest method. We have found that a properly conducted contest has given good results and during the past three years we have had two automobile and one trip contest adding from 25 to 33 1-3 percent to our subscription list at a cost no greater than that entailed by straight solicitation. In addition to the increase in subscribers, we have found that the candidates for the prizes, have advertised the name of the paper in every nook and corner of the city, and that when a newspaper is needed, our name is the first to be remembered. In this connection, it may be of interest to note that our records show that 40 percent of the new suscribers in our contest for 1915, are still on our books.

We all of us reaize that the bone and sinew of our newspaper existence depends upon the extent and volume of our advertising. The scattered nature of our municipality has caused us to seek to bulk of our advertising in Boston, as our local merchants serve only their own particular community and nine-tenths of our circulation does not interest them. We keep one advertising solicitor in the Boston district and he has developed a fair and regular business. After months of careful consideration we established the flat rate for foreign commercial advertising and adopted the unit suggested by the American Press of 14 cents per inch per 1000 circulation. This about doubled our former rate, but we have been much gratified to note that the new rate has been generally accepted by the advertising agencies and that we have had even an increase in the amount of foreign business since it went into effect.

We can summarize this rather rambling account of our newspaper work by stating that an ideal suburban weekly should be adapted to its particular field, should be carefully edited, cleanly printed and have an attractive makeup. It should refuse liquor, patent medicine, get-rich-quick stocks and other objectionable forms of advertising. It should have a fixed rate for advertising and a paid-inadvance subscription list.

Newspaper work fascinates one by its infinite variety. It keeps a man or woman invigorated and alert. Its duties broaden one's sympathies and views of life and its opportunities for good or evil are apparently unlimited. Let us "do our bit" to mould the public sentiment of our several communities in the way of right thinking and right living. Let us "hitch our wagon to a star" and leave to others the trivial question whether or not we are a success of a failure.

Let me close by repeating those melodious lines of Will Carleton in his description of a country editor—

"Is your son a small, unbound edition of Moses and Solomon, both?
Can he compass his spirit with meekness and strangle a natural oath?
Can he leave all his wrongs to the future and carry his heart in his cheek?
Can he do an hour's work in a minute and live on sixpence a week?
Can he courteously talk with an equal and browbeat an impudent dunce?
Can he keep things in apple pie order and do half a dozen at once?
Can he press all the springs of knowledge with quick and reliable touch?
And be sure that he knows how much to know and knows how to not know too much?
Does he know how to spur up his virtue and put a check rein on his pride?
Can he carry a gentleman's manners within a rhinocerous' hide?
Can he do all and know all and be all with cheerfulness, courage and vim?
If so, perhaps, we can be makin' an editor 'outen 'o him'."

And his closing words in that same poem will also meet with our hearty approval:—

"But in the time that is coming, when loudly the trumpet shall sound
And they who have labored and rested shall come from the quivering ground.
When they have striven and suffered to teach and ennoble the race,
Shall march at the foot of the column, each in his God-given place
As they pass thru the gates of the City with proud and victorious tread
The editor, printer and 'devil' will travel not far from the head."

* * *

Kenesaw, Nebraska, May 25, 1917.

Mr. B. B. Herbert
Dear Sir:

I have for years read the N. P. J., first while I was employed in the shops of others and since I have had a shop of my own I have never been without it. It has been a constant inspiration to me and I want to thank you for the many kind things that your journal has said about my work, first on the Shelton (Nebraska) Clipper, later on The Wood River Sunbeam, and in the past three years on The Kenesaw Sunbeam which I own and operate with the help of my good wife.

I am enclosing herewith order for some extra copies of the May issue. Very truly, W. W. Maltman.

# The School of the Newspaper Man

By Lawrence A. Rossman, Herald-Review, Grand Rapids, Mich.

THE President of this organization asked me to speak upon the subject of "Schools of Journalism and What They Have Accomplished." I expressed my inability to speak upon this subject for the reason that I know nothing about it. I only know that courses of instruction in journalism are to be found in over eighty colleges and universities in the United States. The courses of instruction in these schools vary from an extended study to but few hours of instruction. These courses exist largely to train young men and women in the art of writing and in this they do good. It is to be trusted however, that these schools and their instructors keep in mind and constantly impress upon their students that when they have learned to write, they have mastered a necessary but very small part of the newspaper business. These schools of journalism do good not only in imparting some technical knowledge, but also in maintaining the standard of ethics and ideals of the newspaper business and in this, they serve a highly valued function.

It often occurs that we who possess the least of knowledge and who have had but small experience, are called upon to talk about things of which we do not have a broad understanding. However, it is sometimes easy to talk under such circumstances. The other day I took up a newspaper published in one of the great prisons and reformatories of the United States. The editor was a felon. The reporters confined their beats to within stern prison walls. The printers were men convicted of serious crimes and the devil in that print shop, was a real devil. The remarkable thing about this paper was that it was filled with expressions of the great moral principles which should guide men's action. Men convicted for the violation of laws and principles governing society were in print extolling those very principles and urging their adoption by all mankind. Thus it is with many people and it may be especially with us of the younger generation, who some time presume to advise in matters which by lack of experience, we cannot fully undertake.

The newspaper man is essentially a teacher. Every news item which he prints is for the purpose of information and the larger the number of new interesting facts he may report, the greater becomes his success as a publisher. The editorials are written not for entertainment but for education, to guide some form of action. A newspaper is made to read and thus to instruct and to inform.

In its teachings the newspaper man confronts all manner of problems and difficulties. His pupils are not those of immature age, the callow youth whom those in public schools and in universities have as scholars. The newspaper man seeks to educate the whole community. The old and the young, the rich and the poor, the fool in his ignorance and credulity, the wise man with his skepticism, all ranks and all classes from lowest to the highest, make up his school and all humanity constitutes his scholar.

Moreover, his teachings are varied in the extreme. His activity is not confined as is that of the ordinary teacher to the three R's or to one particular branch of learning. The newspaper man delves into all manner of problems, the government of the nation, the politics of the local community, the economics of production, the philosophy of humanity, all serve as subjects for consideration of his fertile brain or the discussion with his trenchant pen. All things vital to life and happiness, to justice, to humanity come as subjects for journalistic consideration. The modern newspaper man deals with more and greater subjects than does any college or university professor. All forms of human activity constitute his field of action.

And while the newspaper man teaches, he provides his own support. He is a teacher by his own volition, on his own responsibility and continues his instruction only thru ability to provide the means for the continuation of his work. No taxes are raised in his behalf. There is no special levy, no state aid, no elderly deacons who leave funds for his support, no religious organizations contribute to his welfare, no great and philanthropically inclined capitalists create foundations in his behalf.

The newspaper man is the community teacher, dealing not with children, but will all manner of men, confining his teachings not to one branch of knowledge, but to all forms of human activity, and relying not upon the state or society, but upon himself to support his great work of universal education. The world constitutes the school of the newspaper man. Humanity is his scholar.

Consequently, with these great responsibilities the newspaper man must have characteristics which will make his work a success. Those engaged in the selection of teachers for our public schools, for our colleges and universities, have certain standards to which all applicants must conform. It is conceded that a great teacher must possess ability and if it is necessary for the teacher dealing with the immature minds of children, delving into one form of knowledge, to possess ability, how much more important is it that the newspaper man, with his manifold functions should possess that ability. In times past and even at the present day some men have believed that if they could set type, they were fitted by nature or called by Providence to the many duties of the country publisher. Young men who believe that they possess ability to write pieces immediately pictured for themselves a glorious career in journalism. Now, type must be set or a paper cannot be produced and stories must be written or news cannot be published, but too many men have been printers only and too many men have been story writers only. The real newspaper man must have something different. Dealing with all the problems of a community, he must have the ability to understand those problems. Directing some form of social activity he must have ability to direct that activity. If he is to influence men of big caliber, the leader hereabouts, he must possess ability to lead big men. If he is to influence those of less degress, those of less ability, the leader himself must possess more power. Weak men cannot accomplish wonders and the newspaper business is no place for those unfitted for its great duties and responsibilities. The profession is, as is probably the case in other professions, overcrowded with those who cannot even perceive its responsibilities and its possibilities, to say nothing of putting its great purposes into effect. I believe that the newspaper profession and the country newspaper profession is one of the greatest in which any man may engage. I believe it is great because of the good that may be accomplished. If men may be induced to enter it, it becomes

greater and its possibilities for doing those things which tend for the good of mankind will be realized. Let the newspaper profession appeal to those of ability and immediately the school of the newspaper man becomes a greater force in practical education.

Since the newspaper man is an educator he must partake of other characteristics of the teacher. Those who stand up before the classes of our colleges and universities may delve into all sorts of abstract subjects. They may revel in fancy and deal in generality. In fact, it would be astounding to know how much money the state and individuals are expending to endow professors of archeology and spread the teachings of impractical illusions. But the newspaper man must be a practical teacher. His scholars demand it. The success of his school is judged by its tangible results. The newspaper man must be practical for two special reasons. The editorial management of his business is a very practical business. One might possess the best of intentions and work to the best of ends, but would be incapable to produce results. No matter what the ideals of the teacher may be, if by his personality he has secured the dislike of his scholars, his influence is limited. To accomplish reform, is a practical problem.

To manage a newspaper so that it may bring better conditions and each better things, is a practical problem. Good intentions alone will not accomplish great results. I often wonder how the great problems of newspaper management might be solved, how one might attack lawlessness and yet influence those whom he attacks to law and order.

Vision has its place in the newspaper business, yet results must be the aim and the end of the practical newspaper man. But the newspaper man must be practical for another reason than the one just mentioned. As has been said before, the state and society does not contribute to his support. He must produce the newspaper himself, teach the public and yet pay for the privilege of instruction.

The newspaper field, especially the country newspaper field, presents great business problems. The newspaper man is essentially a manufacturer. He is making something technical. The problems of management, the problems of cost are even greater than that which confronts a producer of a standardized manufactured product. A newspaper costs money. The better educator the newspaper man must be, the more money he must raise. I often wonder how many great and influential editorials have died in the brain of their creator because the men who possessed them did not have sufficient means to put them into type. I often wonder how many news items of interest and importance must be robbed of their virtue to save setting type and to save space. One can but regret that the great journalistic profession does not offer the financial inducements which cling to less useful vocations. If the newspapers of America could by some chance attract the able men, those men who make our best lawyers, our best industrial leaders, the press would in time become an irresistible force in the education of the public in the direction of governmental, or economic and social activity. The newspaper man must be a practical man.

But let us carry our analogy a little further. A teacher may be possessed of practical abilities and yet may fail. So may also the newspaper man. Personality is an element to success. Personality makes mediocrity into excellence; without it the greatest that may be spoken may be common and uninfluential. Lincoln's Gettysburg address, that masterpiece of oratory, when repeated as it is every Memorial Day by thousands of youths fails to impress its hearers with its majesty, but when spoken by the great Emancipator it awed its hearers into silence. I like to conceive the newspaper, not as an impersonal thing, not as a production from a mechanical press of steel and iron, but as the production of a human brain. How good it is to see the newspaper which sparkles with the personality of its editors and publishers, which shows the human touch in every detail of production from typography to editorial comment. The paper which is an expression of human thought and sentiment, which breathes the spirit of the community and of the times and which gives a message to humanity from one fundamentally human in outlook and in understanding. Horace Greeley wrote his personality into his editorials. The great journalist, as well as the great writer and the great teacher must give to every effort a touch of the personality which will persuade where reason may not convince. But to reflect only the better side of personality is a task.

It is wrong for an editor to be controlled by political rings, by financial power, by any of the elements of the community regarded in these times of enlightenment as dangerous, but I believe it to be even worse for an editor and publisher to be controlled by his own prejudices —to reflect in his paper the weakness of his own personality. To give to a publication all that is good and strong in personality and to eliminate that which is weak, false and debasing, is a task fit even for the gods.

But there is still another consideration. The Imperial German Government has been characterized as an able government. The German government is exceedingly practical and imperial power has been pursued in a relentless manner. The German government has its personality of blood and iron and commercial efficiency, but nevertheless a personality. The German nation has been characterized by important elements which lead to usefulness and to success, but nevertheless she has constituted herself an enemy of all nations, of all humanity, for she has no sympathy with the rights of nations and of humanity. A teacher may also be of ability and may delight in expounding the most intricate theories in a most simple manner. He may also be practical and equip his pupils for worldly success. He may possess personality and all that this great element may mean, but unless a teacher has sympathy with his pupils, unless he has an understanding of his problems, he cannot be a success. So it is with the newspaper man. If the community, the state, the nation and all humanity constitute his school, he must have sympathy with the people of his community, the state and the nation. He must have an understanding of humanity, a genuine sympathy with its needs. The newspaper man deals not so much with the problems of commerce and the perplexity of industry as he does with men and with women and with society. If it be necessary for any person to have knowledge and to have ambitions to serve, it is the publisher of society's greatest educator, the newspaper.

These are stirring times for humanity. The last generation has seen a great change in the recognized rights of men. In the progress of the last decade the newspaper has done its part and in the greater progress which is to come, it will do even more. These are critical times for humanity and greater than ever before are the demands upon society and its leaders. The newspaper man must do his part, must today as a nation's educator, urge that patriotism which will maintain a nation and in turn will insure the recognized rights of other nations and all humanity.

# How Newspaper Women Can Help the American Red Cross

## By Mrs. Pearl Cashell Jackson

THE American Press, like the American people, should take its lesson in preparedness. It has already shown its willingness to do its stint towards the successful culmination of the present war which is to mark an epoch in the history of Journalism.

A knowledge of history, a knowledge of international law; a knowledge of peoples which is the outgrowth of a familiarity with the languages and folk-lore of different nations, all of which a trained journalism teaches, should make the newspapers of America stand for discipline and for sacrifice in our country's hour of need.

No longer is woman an experiment in the newspaper field; she has created paths that she alone can tread.

The San Antonio Express, in a letter congratulating the Texas Woman's Press Association on a Scholarship it was founding in the State University School of Journalism, wrote: "Peculiarly is woman adapted to the bigger and better work. She has won her place by brains, by her energy, by that refinement and delicacy of workmanship that the better papers of today require." . . .

America has awakened to a realization of the part she must take in meeting the needs of the world. There will be no more worthless disregard of life and health and the rights of others.

Who is it that is the greatest factor in creating public sentiment in your community? The Press. Who is it that is back of every good man and good woman and stands ready to do him honor? The Press. Who placed the necessity for Liberty bonds before the masses in every city and hamlet in the United States, and in such a telling way that the "gleam of something finer than dollars" was the answer a united people gave in enormous over-subscriptions? The Press.

The Press is a powerful factor in civilization and is constantly working towards the uplift of humanity. In this campaign for efficiency, where is it better to begin than in the newspapers, which are more far-reaching than a book or oratory?

A page picture in one of America's largest papers showing the famous movie actresses in costume between acts doing their bit of knitting probably reached more people than the scenario in which they acted.

Now on the horizon looms a never-ending task until the war story is ended. Our country's greatest task is to provide adequate care for the sick and wounded soldiers on our battle front; and let us learn by the mistakes of England and France—even of Germany, the prepared—of the enormousness of this work, and to keep a wise and loving supervision over the soldier's dear ones here at home.

This will not only require money in such amounts that it staggers the imagination, but it requires the giving of time and self and personality. In some cases the cheery smile and the sympathetic hand grip will be as necessary for the spirit of the sad as money is necessary for the sick or hungry.

This is to be the work of the American Red Cross. The exaltation and perpetuation of this branch of our army seems peculiarly the duty and the task of the woman writer. From the illustrated pages of the world's biggest papers to the weekly editions of the village let women writers place alluring notices in prose and poetry, clipped articles or gripping human stories in the columns of their papers that will burn the principles of the Red Cross on the hearts of the American people. If our soldiers and sailors go forth with this assurance of the love and the loyalty and the co-operation of the American public they will battle for the true democracy with a spirit that will keep alive the home fires of all the world and save us as a nation from the invasion of a foreign foe.

And what is the story the press women of America are called on to give to the world as their bit of national preparedness?

PEARL CASHELL JACKSON

It is:

The History of the Red Cross
The Need of the Red Cross
The Why of the Red Cross
The Good effects of the Red Cross

The history of the Red Cross is as chivalrous and beautiful as any tale of the old Crusaders. Founded in that cradle of true democracy, Switzerland, it has proved to the world that hatred is being banished, and that charity knows no bounds. It was only in the latter part of the 18th Century that wounded soldiers were promptly cared for after a battle. Before that time they were either carried to the rear by comrades or left to die, or

what was worse, suffer untold agony on the battlefield until the day after the fight.

In 1792 Baron Dominique Jean Larrey of the French army introduced his system of "ambulance volantes" or flying field hospitals capable of moving from one place to another. They gave first aid and removed the wounded quickly from the field. Napoleon warmly supported Larrey, and the system was speedily brought to a high plane of efficiency. The actual founder of the Red Cross Society was Jean Henri Dunant, a philanthropic citizen of Geneva, Switzerland. On June 14, 1859, he chanced to be present at the battle of Solferino and was an eyewitness of the vast amount of unnecessary suffering that resulted from the inability of the regular surgical corps to care for the thousands of wounded that lay upon the field. Three years later he gave the published story of these observations to the world in book form and advocated an international convention to provide for the aid of the wounded in war. This convention met in Geneva in 1863 and pledged neutrality to the surgical corps of hostile armies and volunteer societies who cared for the wounded. As a compliment to Switzerland the Swiss flag in reversed colors, a red cross on a white field, was adopted universally and is worn on arm bands by all members of the neutral staff. Geneva has since that time been the headquarters of the International Red Cross Society.

The sacrifices that little inland Republic is making in living up to her neutrality and giving of her meager sustenance to help care for the flotsam and jetsam of war-ridden Europe that are thrown on her resources will call for another Thorwaldsen to commemorate her sacrifice in peace as "The Lion of Lucerne" does her bravery in battle.

Our own Red Cross, nurtured by Clara Barton, brought into efficiency by Miss Mabel Boardman, and headed by the President of the United States, promises to be the greatest organization for mercy the world has ever known.

Its growth, its whole future presents a problem providing an administration of its affairs second to none in the world. To administer the affairs of the Red Cross efficiently, to co-ordinate the efforts of its millions of volunteer workers, to affiliate with it the work of other relief organizations and prevent duplication of effort, to spend wisely the hundreds of millions of dollars that are being poured into its coffers by a loyal nation, to see that hospitals and hospital staffs are taken all over the world; that whole populations are cared for, and that whole sections of ravaged country are put on the road to restoration—that is the merest outline of a work the plan and scope of which demands administrative talent without parallel.

Big men, unselfish men, men of brains, men who have accomplished things against great odds—men weighed in the balance and not found wanting—this is the kind of men, and women, too, who are needed for the work of the Red Cross.

The people giving their mites to the Red Cross must have the utmost confidence not only in the ability of these administrators, but in their singleness of mind and purity of purpose. That is the spirit of the whole Red Cross. It is served by more talent given free than probably any other organization in the world. There are few salaries, and none that are great. Clerical hire cannot be avoided entirely, but from the war council down the line all thru all administrative officers, chapter chairmen, to workers, the time and work are given for the good of humanity.

Two things stand out. The work of the Red Cross will be efficiently done. Its funds will not go to pay people for soft jobs. They go to do good. On these points the charitable may rest assured.

Within a few months we shall have an army of a million and a navy of one hundred and fifty thousand men. The Red Cross will have to care for our own both at home and abroad, and, at least, help the people of our war-swept allies to readjust themselves from the wreck of the world's greatest war; and all this great work is for service, not for profit. To keep this great machine in operation will take such giving as we have never known before.

During June, when for one week the campaign was waged for $100,000,000 as a basis for Red Cross work, when New York poured out wealth in such figures as made us gasp, when Minneapolis broke all world records for giving and raised $361,500 in sixty minutes, when Travis County, Texas, raised $70,000 in the midst of the worst drouth known to the oldest settler, a world pace in giving was set; but this pace will have to be kept up. Our energies must never lag. It must be the business of untiring newspaper women to foster this work in all its phases, to keep it constantly before the American public.

The ever-present query is, "Why can't the Government care for the soldiers" Even some of the newspapers and magazines discuss the begging of charity for our heroes.

Let us reason together. The very moment that the Red Cross loses its semi-official state and is lifted to a place in the cabinet, the hospital ships, the supplies, the field ambulances, the doctors, the nurses become contraband of war subject to seizure. Even the foresighted Germans dared not take under state control the one hundred thousand Red Cross nurses and Red Cross supplies it had ready for its initial battle.

Government control also tears asunder the bond that knits us as a people together in the blessedness of giving. Miss Helen Reid, the great patriotic worker in Canada, says, "A certain amount of suffering burns away the crude things in all of us. While the war wastage is horrible, the birth of many things of the spirit that would otherwise, perhaps, have forever remained dormant has brought our workers and families compensation for the great sacrifices."

Who can teach us more than the patriotic people of Canada, who, having tasted freedom's air, went forth to battle for the right? Who has given of men and money as no other country has yet given unless it is France? It is a notable fact that thousands of workers in the Dominion of Canada give one day's wage a month to the Patriotic Fund—Canada's Red Cross by Constitutional law is confined to hospital service alone. The wealthy, either from generosity or from fear of scorn, give proportionately.

So with our Red Cross we will prove to the Allies that "shot and shell, bone and treasure" are not America's greatest gift, but the sympathetic giving, the altruism back of all this will be the warp and woof of the tie that binds.

Sum it all up with the slogan, "Deal square by the men in the trenches."

There is work for every woman in the United States in this great world war. American newspaper women, see to it that we do our part until the United States shall be a net-work of efficient Red Cross workers. See that every family does its bit for the mercy branch of our army. Teach us to give of our means, of our energy, and of ourselves.

Do not be a sunshine patriot, asking all, giving nothing.

Let this social force, nation-wide, cause the women of America to rise to the situation, and let the newspaper woman be alert to her duties and her opportunities, lest we forget.

* * *

# The Value of a Field Secretary

## By S. G. Goldthwaite, President Iowa Press Association at National Editorial Association Convention, Minneapolis, July 10, 1917

MEMBERS of the newspaper fraternity have tumbled to the fact that serving in the capacity of dispenser of intelligence and leader of public policy is worth something in cold cash. Newspaper making began to get on a paying basis when the days of real organization began, and we now have editors who have entered the sacred precincts of the income tax payers.

In this change the field secretary is playing an important part. It was discovered that what was everybody's business was nobody's business, and that it was high time to employ someone to enforce the high sounding resolutions. Instead of junketing tours the publishers began to hold business meetings wherein the material progress of the profession came in for the chief discussion.

I presume the newspaper men of the country are looking to the Iowa Press Association for advice as to a field secretary, because it has been particularly successful in this respect. There are some in this audience who are undoubtedly familiar with the work of a field secretary, and to those I may find myself in the position of the traveler in Arkansas who had run across a negro seated on a fence, evidently observing the telegraph wires with deep interest. "Watching the wires?" he asked. "Yes, sah." "Waiting to see a message go by eh?" The negro smiled and said, "Yes sah." The gentleman kindly told him that messages were invisible and explained the workings of the electric current at length. Concluding he said, "Now you know something about it." "Yes, sah." "What do you work at?" "I'm a telegraph operator at Hazel Switch station, sah."

The program committee, however, desired that this subject be laid before the convention, and if some of you are already onto the wires remember that there are states which are just beginning to entertain the field secretary plan, and which will be interested in the experience of our state along this line.

The first requisite is an enthusiastic organization. In the nature of things this can be accomplished only by the earnest action and co-operation of recognized leaders in the newspaper field. A press association should be a business, and it must have as head a board that is familiar with the workings of the trade, and whose interest lies in its success. This board, organization, whatever it may be, must impress on the rest of the fraternity the importance of joining hands in the common cause. The great drawback is the lack of interest, and the ignorance of individual publishers of the importance and value of a state organization. Every publisher in the state whether a member or not will profit by the existence of a press association, but it is so easy to go along without joining that there are bound to be disappointments among the workers on the membership committee. There must be a good and active set of officers, willing to give time, energy, and push to the furtherance of the organization.

We, of Iowa, have found that a state organization for business only is a powerful factor in advancing the welfare of the newspaper. We have in our state the district organizations for pleasure, which is more or less interspersed with good business discussion. But the state organization, the Iowa Press Association, adheres strictly to business. There is plenty of wit and literary diversion at its annual meetings, but these are simply an adjunct.

Very early in the history of the Iowa Press Association it was found that an organization without a field secretary was like a ship without a rudder—or, perhaps it is better to say, without a propeller. The field secretary in Iowa is a propeller, as those of you from border states who have borrowed him for state or district meetings have no doubt learned. There may come a time when we will quit loaning him to other states, tho we like to help the brethren, and cannot find it in our hearts to chide the obliging nature of our field secretary.

S. G. GOLDTHWAITE

Great care must be exercised in the selection of a field secretary. There will be plenty of applications, and no trouble in getting candidates. The difficulty will come in the selection of the right one. If possible get a man from the ranks. Not one who is a failure in his own plant, and therefore has to secure another job. Get one who has

been successful in his own business, but who will make a sacrifice for the good of the fraternity.

Dont make the mistake of trying to find a field secretary who will work for brotherly love only. Nothing is gained by grinding him down to an inadequate salary. The field secretary is worthy of his hire. To a young organization a salary of $2,500 to $3,000 per year looks rather big, but it is the least that should be offered. It is not hard to pay such a salary. Our membership fee is quite nominal, $10.00 being the highest dues assessed. No one will say that $10.00 per year is a burden, or even a noticeable expense to any publishing concern. Remittance letters frequently mention the fact that the dues are easy, and yet the Iowa Press Association has a most efficient field secretary, and we pay him a good salary. Don't hesitate to fire a poor field secretary, if he is hired by mistake. Nothing will cripple a press organization like an incompetent man in this position.

The preliminary value of a field secretary is watching the ins and outs of the trade, just those things that the ordinary publisher, wrapped up in his business, has not time to think of. He will save you more waste and extra steps in his suggestions during the year than will pay the dues of the association a dozen times. He watches the cost of materials, studies the system of economy, is alert to the introduction of new machinery, resists the encroachment of ruinous competition, assists in the collection of bad bills, warns against dishonest schemes, straightens out local tangles where bad feeling exists, increases the membership of the organization, and all such important duties as a basis of his existence.

Then again there is the important field of legislation, where the field secretary brings his guns to bear in the most effective manner. Not every state can be as fortunate as Iowa in having a senator for a field secretary. The combination is a most happy one, for it puts the field secretary on the ground, and in a position where he can see the workings of the legislature both from the standpoint of a legislator and from the standpoint of the fraternity.

In the recent session of the Iowa legislature the Iowa Press Association demonstrated its value many times over. Our convention was held during the session and everything was running along lovely until the brethren had adjourned and gone home. Then we had a battle royal with hostile legislation. The meanest and most destructive bills ever conceived were introduced one after another. The newspaper profession awoke with a jar. The officers of the Iowa Association could not understand the deal unless it was a backfire set for the purpose of keeping us from getting some constructive legislation that had been introduced. Since the smoke has cleared away, that has been the common acceptance of the situation, but had it not been for our association, its organization, the quick action of the field secretary and the prompt response of the members, some detrimental and entirely uncalled for legislation would have been passed which would have made every publisher in the state sick of his profession.

Organization stopped this onslaught. Desultory cracks on the head in the editorial columns would have influenced some legislators, but it would not have prevented the passing of hostile legislation. When the members of the association by united effort caused their representatives to understand the viciousness of the proposed legislation and the storm of newspaper disapproval that would follow, the disturbance was suddenly quieted, and all of the bad bills were smothered in committee. It may be possible to lick one editor at a time, but it is a serious undertaking to tackle the whole bunch, especially if they are organized. A driver of a truck wagon passing along the road displayed peculiar skill with his whip, a long black snake. Far above him on the leaf of a tree perched a honey bee which he snapped off with ease with a dexterous stroke of the wrist. Further on two bees sipping the honeysuckle met with a like fate. His companion expressed surprise at his skill, and was still further astounded when four honey bees resting on the fence were effaced with one master flick of the lash. Further on they came to a hornet's nest hanging in a tree and his companion said to the driver, "I bet you can't do it to them." "I should say not," was the reply, "I aint a-goin' to try it; them's organized." Public agitators are a bit careful how they apply the lash to a trade that has a good organization.

The value of some field secretaries will inevitably be greater than that of others, but here are some of the valuable features which we secured from ours: The Blue Ribbon List of the Iowa Press Association has become almost as well known as the one that made Milwaukee famous, and is familiar to every advertising agency in the country. It is a simple, but effective, plan that facilitates the securing of foreign advertising to the members. All there is to it is to fix an equitable advertising rate, send the same to the field secretary, together with the pledge that no advertising can be secured in your newspaper except on the basis of the rate furnished. It is a remarkable fact, but it is true, that the advertising agents are not looking for the cheapest rates. They are looking for absolutely stable rates, rates by which they are treated identically the same as their competitor. This Blue Ribbon List of the Iowa Press Association is a pledge of honor by its signers that the rate quoted by the secretary is the one which will be charged to everyone alike. It is the "one price to all' motto of successful merchandising. You can readily see how the Blue Ribbon List will work to the advantage of every member and every advertising customer. It constitutes the cream advertising forum of the state, and it can be handled in five minutes by any agency from the printed list furnished by the secretary.

Supplementary to his work in the field our secretary publishes what is known as the Corn Belt Publisher, a monthly periodical devoted to the interests of the newspapers of the corn belt. It is the official publication of the Iowa Press Association. It is given free to the members, or in other words, a subscription is included in the membership fee. The Corn Belt Publisher is the equivalent of a monthly visit by the field secretary to the office of every member. It is really more than that, for it stays around the office longer than the secretary himself could stay, and it is full of helpful suggestions to the trade.

The field secretary has introduced a system of collections which is a snap for the members of the organization. It does not require legal process for him to collect an account. The whole press association is behind him, and when a delinquent advertiser is reminded of that fact he sends the secretary his draft at once. He cannot afford to have it known to the members of the organization that he has not paid his bill, for it would immediately put him out of business as far as our advertising field is concerned.

The field secretary is on the watch against dishonest advertising schemes. He sends out warnings which save the publishers many a dollar. He is in a position to learn of a bogus proposition at its very inception, and he takes care that no one of his family of newspapers gets stung.

The field secretary is valuable in promoting county organization. It is the policy of the parent body to en-

courage local organization by county if practical or by including two or three counties where necessary. Iowa is full of them, promoted by the field secretary on the theory that the state organization will take care of legislative business, publicity business, foreign advertising business, etc., while county organizations will solve the local problems.

Attention is paid in our organization to the job printers, and the field secretary has issued a very practical job price list. He keeps it up-to-date, watching the advance in the cost of materials at all times. Printers in the Iowa Press Association find this job list invaluable.

The field secretary is a visitor. In our state he can be called to any locality to straighten out a question by the payment of part of his expenses. He answers all letters of inquiry and conducts a general clearing house of information. Help wanted or situations desired come within his jurisdiction.

In our association we have found it best not to let the field secretary be bothered with the financial details of the organization. We elect regular officers, including a treasurer who handles all the funds, and is responsible for the collection of dues. A recording secretary attends to the minutes and general correspondence of the the association. The routine of the organization should be taken off the shoulders of the field secretary entirely, giving him his whole time for business problems which he is expected to solve.

A good field secretary will also entertain questions of policy, and is alert to the moral good of the fraternity as well as the financial. The morale of the press is naturally high, but it becomes much higher when working thru organization.

The field secretary is responsible in a large part for the success of and attendance at important conventions, where the editors will get inspiration and a higher ideal of his work. The field secretary is a booster in all good causes, especially to those that pertain to the business end of the work.

No profession is so much in need of a field secretary as the printing craft. It has been plodding along in the old rut. It has been torn by a diversity of methods, a lack of uniformity. The intricacies of cost are greater in our profession than in any other, and technical questions are constantly arising. The field secretary is an encyclopedia of information and a bureau of help worth consulting in every difficult dilemma.

Modern newspapering shows a great improvement over that of the earlier days Instead of exaggerating circulation statements and emasculating advertising rates, publishers now have an Audit Bureau of Circulations to compel truthfulness, and a field secretary to inspire self-respect in devising rate cards. Fraternal feeling has displaced professional rancor. Instead of wearing a chip on his shoulder towards a competitor the publisher has experienced the change of heart exhibited by the big Hibernian traffic policeman, who with a wave of his kindly arm brought traffic to a stop in the heart of one of the large cities. The big Peerless machine halted on the mark with precision and ease, but the little Ford running up behind failed to stop and crashed into the aristocratic turnout. "Here, what's the matter with you?" said the traffic dictator. "Can't you stop when I hold out me hand? What's your name anyhow?" and the driver of the Ford vouchsafed it was Murphy. "Murphy, Murphy, what's your first name?" "Pat." "Pat Murphy ——— excuse me a moment, Mr. Murphy, and I will find out what this Peerless driver meant by backing into your machine." Fellow feeling and a tendency to help a brother in distress has taken the place of jealousy, and the publisher has learned thru organization and the exchange of ideas the value of publicity to the commercial world. The field secretary is a great factor in this metamorphosis.

Whether or not a national field secretary would be advisable is a matter to be discussed. The proposition might be a bit unwieldy, and the national meeting is a place for the exchange of ideas without authoritative action. There is a rich field for such an office, however. If we are to employ a national field secretary his first business should be to educate the newspapers to the great detriment they are doing themselves by giving away publicity. There has been a great advance in the journalistic field in the past quarter of a century, but some of the provincialism of the cord wood era still clings to the craft. Hundreds of bureaus of free advertising graft are making a living on this inexplicable credulity of the press. Why a publisher should consider it necessary to publish columns of reading matter free in order to get a space advertisement is beyond the knowledge of good business judgment.

If a national field secretary can put an end to this abuse of space the publishing fraternity can afford to pay him a princely salary, and still absorb a large share of the next Liberty loan.

Then there is the free publicity demanded by the government. Gentlemen, this is not a favorable time to quarrel with Uncle Sam, and I know that my brethren will be patriotic in holding up the administration's hands in this grave war. They will give freely of their wealth, and their publicity without money and without price, as the promoters in all other lines are giving, and will consider it not only a duty but a privilege. But when this cruel war is over it will be pertinent to ask why the government puts a tax on advertising, and then demands that the newspaper craft collect this tax from itself by free publicity. The governmental machinery pays for every commodity it uses except publicity. A terrible wail goes up every time it is suggested that the government commandeer commodities for war purposes, but the government has commandeered advertising ever since it was first invented—in times of peace as in times of war.

One of the first things which a national field secretary should straighten out is the reason why the government has respect for every class of merchandise, and every commodity with the exception of the publisher's chief stock in trade, which it appropriates without a thank you while it pays market prices for everything else.

The people have confidence in the press, and it was a tribute to this confidence that the American congress recently paid the newspapers of the country the high compliment of killing the censorship bill. This state of affairs does not exist in other countries, but in the United States the press was told in so many words that its patriotism and judgment would be trusted without over-sight of any kind.

Gentlemen of the National Editorial Association I have no fear that the press of the United States will not live up to this high expression of confidence. The most important business of today is war, and in its successful accomplishment the press will play a mighty part. No jealous or selfish conception of business should hamper the newspaper fraternity in giving every ounce of strength to the successful termination of our new conflict. It is a patriotic privilege to contribute unstintingly to the power of the flag. But we must be careful not to let designing persons give away our patriotism for us. Innumerable patriotic schemes find outlet in a desire to transfer their liberality to the newspapers. The editor is generous with his space, but I believe he would like

to call a halt on the extraordinary demand that is being placed on him at the present time. You are all familiar with the placard devised by secretaries of local chambers of commerce which reads, "I am a member of such and such a chamber. All requests for donations must have the O. K. from the secretary before they will be considered." If requests for free advertising space could all have the sanction of the field secretary before the request was granted, there would be a proper respect for the dignity of advertising.

Do not understand that is the function of the field secretary to transform the editor's natural generosity into a penurious, suspicious, dog-in-the-manger attitude. He simply tries to stop the leakage that belongs to the sustenance of the editorial home and family. Be patriotic but prudent with your publicity. Go down into your pocket as deeply as you like, and contribute in cash to every good and worthy cause, but remember always that a lavish donation of advertising space is a reflection on your brother publisher who is trying to adhere to business principles, and is a direct knock on the value of a field secretary.

# Thirty-first Annual Convention of the United Typothetae and Franklin Clubs of America

**Congress Hotel, Chicago, September 17, 18 and 19, 1917**

IT should be understood by all members of the United Typothetae and Franklin Clubs of America that, in conformity with the policy established previous to the holding of the last Atlantic City convention, it is the endeavor of those responsible for the affairs of the organization that the conventions of the United Typothetae and Franklin Clubs of America be less of an entertainment and more directly devoted to the business of the industry.

Pursuant to this policy, convention cities are selected without regard to invitations from local Typothetae, the object being, in selecting a convention city, to do so with the thought that it be located to the greatest convenience and in such location as will secure the largest attendance.

It is no longer the policy of the organization to ask, or accept, entertainment from local Typothetae. It is the desire of the organization that local Typothetae be relieved of all responsibility in connection with any annual convention.

### Convention Service Bureau

The national office will maintain a bureau of information and entertainment that will serve the membership in the way of furnishing desired information on any subject in relation to the convention matters or a visit to the convention. It will undertake to make reservations in advance for all desired forms of entertainment, or render service in any other way.

### Program of the Thirty-first Annual Convention of the United Typothetae and Franklin Clubs of America Congress Hotel, Chicago, Sept. 17, 18, 19, 1917

**Monday, September 17**

Registration—Congress Hotel

10:00 A. M. Meeting of executive committee.

10:00 A. M. Meeting of the membership committee.

1:30 P. M. Opening session of convention.
Invocation.
Address of welcome—J. Harry Jones, president Franklin-Typothetae, Chicago.
Response—John E. Hurley, Remington Printing Company, Providence, Rhode Island.

2:00 P. M. Appointment of committees.
Report of president—C. D. Traphagen.
Report of first vice-president—Benj. P. Moulton.
Report of secretary—Jos. A. Borden.

**Manufacturing Session**

3:00 P. M. Composite Statement of Cost of Production for 1916—D. G. Whitehead, president Everett Waddey Company, Richmond, Virginia.

3:30 P. M. The Trend of Events in the Printing Industry—Charles D. Heller, vice-president Rathbun-Grant Printing Company, Chicago, Illinois.

4:00 P. M. Management and Efficiency Methods—Albert E. Buss, manager Front Rank Press, St. Louis, Missouri.

4:30 P. M. The Employer and the Employee—Magnus W. Alexander, General Electric Company, West Lynn, Massachusetts.

5:00 P. M. Adjournment.

**Tuesday, September 18**

**Selling Session**

10:00 A. M. The Value of Service—Charles H. Mackintosh, Stewart-Mackintosh Company, Duluth, Minnesota.

10:30 A. M. Creative Selling—Brad Stevens, editor "Direct Advertising," The Heintzemann Press, Boston.

11:00 A. M. Conditions After the War—Mr. Rufus R. Wilson, secretary National Association Cotton Manufacturers, Boston.

11:30 A. M. Co-operative Competition—Jos. A. Borden, secretary.

12:00 M. Committee reports: Apprentice.
Cost Commission.
Credentials.
Legislation.
Nominating.
Price List.
Trade Matters.

1:30 P. M. Adjournment, followed by meeting of divisions and committees.

**Wednesday, September 19**

10:00 A. M. Executive session.
Followed by open session.
Report of resolutions committee.
Election of officers.

2:00 P. M. Adjournment.

3:30 P. M. Meeting of new executive committee.

### The Annual Convention of the United Typothetae and Franklin Clubs of America

In accord with the traditionary custom of the saints and scribes of old, who periodically migrated toward the Holy City on the hill, where spiritual cleansing and a renewal of inspiration was the order of the day, so in

these days of modernism and increasing co-operative development, the printers of our land have acquired the illustrious habit of traveling to a heralded center, and there receive renewed life and inspiration for their respective business enterprises.

In the printing fraternity, the United Typothetae and Franklin Clubs of America symbolizes education, progress and development to that industry, which today stands fifth in its rank in importance with other industries of this great industrial nation.

The United Typothetae and Franklin Clubs of America, and what it typifies, is a great massive engine used in carrying the doctrines of education and service to the printers of this nation; but, great as is its mechanism, like any other type of engine, it is worthless without the power with which it is driven.

**The Annual Convention is distinctly this power.**

Printers' local associations in various parts of the country are all today busy serving the interests of their community, overcoming the evils that exist with a desire to obtain better conditions, and this year have to their record an unusual number of accomplishments. Thus it is significant that, as a climax, there should be held in September, a convention where all of these interests may foregather, and, on common grounds, make an exchange of their experiences and ambitions for the future.

To make this possible, the program committee is arranging a series of sessions that promise much. The personnel of those who are to appear in behalf of each address indicates that no member of the printing industry can afford to remain absent from Chicago during the convention week of September 17, 1917.

Provision is made for divisional and committee meetings, so that the attention to duties in the one or the other is not going to interfere with attendance to all sessions of the main convention.

The headquarters of the convention will be in the Congress Hotel where facilities are ample to accommodate the many activities which are related to this great annual get-together of printers.

With the existent policy of the national organization in that cities are selected without regard to invitations from local Typothetae, thus no longer asking or expecting entertainment from local associations, a **Convention Service Bureau** has been inaugurated at the national office.

The function of this bureau is to furnish information on any subject, not only in relation to convention matters and attendance thereto, but regarding all forms of entertainment in Chicago, to any of which reservations will be gladly made for all printers.

This service also includes hotel accommodations which can be taken advantage of even at this early date—theaters and similar forms of amusements, and side trips.

Never in the history of the United Typothetae and Franklin Clubs of America has there been so constructive a program of activities under way, and because this makes more significant this next convention, it behooves every printer to so plan his affairs as to be in Chicago September 17, 18, 19.

Write to the **Convention Service Bureau** maintained at the national office and secure further and full information.

"Come to Chicago in September."

## A MISSOURI JOURNALISM SCHOOL GRADUATE TAKES POSITION ON TOKYO, JAPAN, ADVERTISER

### Thirty-eight Received Degrees and Twenty-eight Entered Newspaper Work At Once, and Eight Went Into United States Training Camps

Frank H. King, of Columbia, Missouri, member of this year's graduating class of the School of Journalism of the University of Missouri, leaves this month for Tokyo, where he will be in the news department of the Japan Advertiser. Mr. King is the fifth graduate of the School of Journalism to engage in newspaper work in Japan.

Two members of this year's graduating class, R. L. Richards and Charles Roster, go to Honolulu, taking places on the staff of the Star-Bulletin.

Other graduates are: Harold M. McCargar, in the advertising department of the Armstrong Cork Co., Pittsburgh, Pa.; C. G. Forshey, on the copy desk of the Indianapolis Star; J. G. Daggy, on the Joplin News Herald; Paul J. Hughes, on the Boonville Advertiser; Don D. Patterson, on the Kansas City Star; H. W. Walker, the Atchison, Kansas, Globe; Miss Gladys Baker, on the Cedar Rapids, Iowa, Gazette; Carl T. Felker, on the Cedar Rapids, Iowa, Republican; Ellis H. Jones, City News Bureau, Chicago; Grant McGee, Muskogee, Okla., Times-Democrat; Miss Caralee Strock, Peoria, Illinois, Transcript-Journal; H. E. Taylos, Traer, Iowa, Star-Clipper; Jesse L. Groves, Jr., business manager, Columbia Missourian; A. E. Snider, Boonville Republican.

Thirty-eight men and women received the degree of Bachelor of Journalism this month from the School of Journalism of the University of Missouri. The graduating class is 50 per cent larger than in any previous year.

Of the graduates twenty-six have already engaged in newspaper work. Eight are in national service in officers' training camps. One is with the Canadian troops in France.

John Archibald Murray, 1205626, 21 Battery Canadian Field Artillery, British Expeditionary Force, was granted the degree of Bachelor of Journalism at the University of Missouri this month. He is in the trenches "somewhere in France," according to the last communication which was received April 15. Mr. Murray was in the University of Missouri for four years and shortly after the war broke out he enlisted as a volunteer from Canada. His home is in Meadowville, Nova Scotia.

## NO EXTRA SESSION OF WORLD PRESS CONGRESS

Columbia, Mo., June 20.—No intermediate or special session of the Press Congress of the World will be held to discuss questions of peace. This decision was announced today by Dean Walter Williams of the School of Journalism of the University of Missouri, president of the congress, in reply to suggestions made by James Schermerhorn, editor of the Detroit Times, and other American journalists favoring such session. Dean Williams stated that the seven members of the executive committee of the congress, residing in the United States, Canada, Switzerland, Japan, Guatemala, New Zealand and Australia, were unanimous in opposing the holding of such a session. The vote expressed by the members of the committee was that it would be unwise to hold a special meeting of the congress in advance of the date set for the congress to meet in Sydney, in 1919.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO ILLINOIS JULY 1917

As the forms for the July issue of the National Printer-Journalist close comes the news of the death of our beloved father and co-worker, Benjamin B. Herbert, editor of this journal.

His useful life ended as he had often expressed the wish that it should end—"in the harness."

Full particulars in the August number.

## PATRIOTISM AND THE AMERICAN PRESS

The conductors of the American press are not of a separate class. They spring from the people, depend upon the people, and on the well-being and prosperity of all—on the security, freedom, peace and prosperity of the nation and every part thereof. Naturally, the press stands for liberty and the welfare of man. The progenitors of American newspaper men were patriots, broad minded and of broad sympathies, otherwise their descendants would never have become successful newspaper makers in free America.

E. B. McKeever, the father of J. H. McKeever editor of the Aberdeen Daily American, "South Dakota's leading morning paper"—was a soldier in the war for the preservation of the Union—a member of Company L, Ohio Volunteer Cavalry, who were a part of the army with General Sherman on the March to the Sea. The present world-war for world-freedom has revived memories of the stirring days and thrilling experiences of the past and he has written the following verses to be sung to the tune of "Marching Thru Georgia" and dedicated the same to Company L and Troop K—Aberdeen's contribution to the forces of the Nation in this new war for liberty:

Bring the good old bugle, boys, we'll sing another song,
Sing it with a spirit that will help the world along,
Sing it as we now will sing a half a million strong,
Following the Stars and Stripes to freedom.

Chorus:

Hurrah, hurrah, we bring the jubilee;
Hurrah, hurrah, our flag's across the sea;
So we'll sing the chorus till all the world is free,
Following the Stars and Stripes to freedom.

So we'll make a thorofare for Freedom and her train,
A thousand miles in latitude, and far beyond the Rhine,
The Kaiser'll flee before us, his pow'r is on the wane,
As we follow the Stars and Stripes to freedom.

Chorus:

Of the above adaption of new words to the tune of "Marching Thru Georgia," Mr. McKeever, the author, says:

"I want to dedicate it to Company "L" and the troops of cavalry from Aberdeen, for if they should be called across the ocean, I believe they would find some pleasure in singing it in France, or Belgium, or, it might be, even across the Rhine."

Aberdeen, South Dakota.

A thought as to the wonderful growth of this great Republic,—that has by its very greatness and its vast interests extended commerce and intercourse with all the nations of the South, with its consecration to the cause of liberty, has entered with consecrated spirit and indomitable will into the great world-war, to fight for the right of free governments and the rule of the people—is suggested by the fact that

when, as a young volunteer soldier, E. B. McKeever, only a little over four decades ago, was marching thru Georgia, Dakota as a state and Aberdeen as its capital city were unknown, and all that vast region with an area of 76,850 square miles, was an unsettled plain. Cities have been built, farms improved, mines opened until their mineral products amount in round numbers to $8,000,000, live stock $50,000,000, dairy and creamery $9,000,000, eggs and poultry $600,000, wool and hides $7,000,000, and the grain, wheat, oats corn and barley grown to 205,000,000 bushels, yearly, according to statistics of 1912 and 1913, besides 3,000,000 bushels of flax seed and 5,000,000 bushels of potatoes and 460,000 tons of hay. Besides these there are large products of silver, petroleum, copper, iron, gypsum, mica, lime, brick, fire and potter's clay, coal, and stone. The land worth from $1.25 to $2 an acre in 1864 is worth from $100 to $150 an acre today. South Dakota could have handled half of the $2,000,000,000 Liberty loan had the necessity existed. In their marches "across the sea, far beyond the Rhine," the South Dakota boys need have no worry as to rations, if the transportation lines hold and do their duty.

## BUILDING HOMES AND BUILDING A NEWSPAPER

The Fairport, N. Y., Herald presented two very handsome and telling advertising features in its issue of June 20th. The second page of the number was entitled "Home Builder's Page" and contained attractive advertisements of dealers in material for building, finishing, equipping and beautifying homes. Numerous appropriate illustrations were used and the composition and display, with proper whiting out and clear, strong types, "made to read," gave an artistic, pleasing effect.

At the top of the two center columns on this page, seven inches deep, the Herald presented its own advertisement with appropriate illustration at top and bottom with the following wording:

> THE PROSPERITY OF THIS TOWN
> depends upon how much attention you pay to the local merchants' ads in this paper.
> The editor and the merchant are always pulling together to make this town a bigger and better place in which to live. You can do your share by reading these ads and patronizing the advertisers.
> THE FAIRPORT HERALD

Right here are the suggestions that business can be gained by classifying advertisers around some central idea of service, and then, the newspaper itself should occupy a prominent position on such page. In this instance, the newspaper —that is ever, or should be, a home-upbuilder and a home improver and beautifier,—thru its inspiring teachings,—and a home necessity—finds proper place. To advertise a newspaper's service is in itself a service as well as a legitimate promoter of business.

The third page of this issue is devoted to real estate business under the caption "Have-a-Home page." The center of this page is devoted, first to an editorial, three columns in width, on the desirability of owning one's own home, followed by articles on desirable locations in different parts of the city, and short articles promoting home ownership. The editorial contains the following among other forcible statements as to the objects had in view,—"With the aim of stimulating the desire for homes, which will be a source of pride and comfort to their owners and of satisfaction and benefit to the community, the Herald presents this—"Have-a-Home issue."

There is no other more useful institution—and every newspaper should be, in a very broad and helpful sense an institution—that is more dependent upon permanent homes owned by the people, than is the home newspaper. Of course this reading matter in the "Have-a-Home" page is surrounded by real estate advertisements. Each advertiser is most certainly benefited by the arguments, suggestions and facts presented by the newspaper, connected with and right in the center of their announcements. (Here in this one article are examples and suggestions worth a hundred dollars to any newspaper publisher with brains. Make a note of this fact and study this and other articles in this and subsequent issues of the National Printer-Journalist for the purpose of making a more serviceable newspaper and more money.)

The Fairport Herald is a bright, clean paper and each page is strong, clear, pure, white and black. The paper is a joy to the eyes, a pleasing instructor and help to its readers, a business promoter to its advertisers. It contains a wonderful amount of short, crisp, local-news items, that are given first place. Its editorials are timely, dealing with live matters, its miscellany instructive, interesting and helpful, its neighborhood correspondence, from the localities served, shows carefulness and industry, abounding in short locals and personals.

The contents of this number go very far toward convincing any one of the entire truthfulness of its claim made, under the title head of the first page:—"Larger circulation in Eastern

Monroe, Western Wayne and Northern Ontario Counties combined than any other weekly newspaper."

The way to have a successful newspaper is to study the tried methods presented from month in the National Printer-Journalist, and get the right instruction, knowledge and zeal—be alive to the understanding and improvement of every opportunity.

Neither ignorance nor sluggishness will make a successful newspaper man. He who would inform must know, and must fully appreciate and understand the kind of information desired and sources from which the same is to be obtained and to this end must be in deep sympathy with the people, who look to him for the news, knowledge or information which they will most appreciate when properly presented. Sluggish ignorance sees nothing, feels nothing, appreciates nothing, and in the midst of multiplied events, says there is no news.

## ENTERPRISE AND PATRIOTISM

### The Largest Newspaper Ad Ever Printed—Recognition of the Right of the Publisher To Be Paid For His Goods

The patriotism of the business and professional men, manufacturers and bankers and other businesses, of De Kalb, Illinois, enabled the publisher of the De Kalb Review, H. W. Fay,—to print, on June 14th, what he, with good reason, claims to have been the largest newspaper advertisement ever. One important consideration is that the advertisement was a full recognition of the fact that the newspaper man, instead of bearing the burden alone, should be paid for his stock in trade,—the advertising space in his paper,—every inch of which costs money,—just as surely and justly as the merchant should be paid for his merchandise, the farmer for his grain, or the steel manufacturer for the implements of war or other manufactures. This recognition is the more gratifying for the reason that it comes from the local, enterprising men of affairs, the home advertisers.

It was an advertisement of the Liberty Loan bonds, and twenty-seven different concerns united therein, including dealers in dry goods, furniture, real estate, wagons and motor, ice-cream, jewelry, general merchandise, pianos, cigars, oils, automobiles, candies, and gloves, besides bankers, photographers, picture shows, druggists, physicians and surgeons, and a judge.

The advertisement was signed by each of the contributors thereto.

The following statement, made by the publishers, gives a complete idea of the greatness of the advertisement:

NOTICE: This advertisement is the largest newspaper advertisement ever printed in the world. It contains 1,342 square inches. The large two page advertisement carried in metropolitan papers contain 864 square inches. This advertisement is the size of four pages ordinary newspaper and 478 square inches larger than ads heretofore produced. They do things big in DeKalb and the biggest thing to do now is to over-scribe our allotment of Liberty Bonds.

De Kalb is a solid, enterprising city and the seat of the Northern Illinois State Normal School,—somewhat celebrated for the introduction and manufacture of barb wire fencing, from which much wealth has been gained.

It is not to be supposed that these men and institutions, rushed to the newspaper with this mammoth advertisement. Doubtless the publisher of the newspaper took the initiative and pointed the way to concerted action for service to the country, but their patriotism and enterprise should be rated no less on that account. It is the part of the newspaper to suggest, to point the way and to lead in all matters of useful cooperation, promotion and publicity.

The neglect of the press, by business men at least, is very frequently the fault of the newspaper man. The professional politician, of whom it has been said, with how much truthfulness newspaper makers are pretty well informed judges, "must be a beggar, liar and thief," and whether this be true or not as a rule, the office seeking, professional, party manipulator has either very imperfect understanding, or little regard for equities of business, or the rights and obligations of the press. The newspaper is regarded by the office seeker —wrongly named politician, for the word rightly used in its best sense is "One versed or experienced in the science of government"—only as the same can be cajoled, flattered or browbeaten into his support and used to serve his selfish ends, or those of the clique on which he relies. The word "politician" has come to mean "A politic person; a schemer, an intriguer." One of the happy signs of the times is that better conditions are ahead thru the broad preachings of "truth and service" by the Associated Advertising Clubs of the World, seconded and supported by the newspaper press, and by the signal revival of a spirit of fairness, real patriotism, loyalty and devotion to human rights, by reason of entering the world-war, and contributing to the relief of fellowmen, as matters of duty in defense of liberty and the rule of the people and for the establishing of permanent peace founded on justice to all and

each. The relations of men to government and business are certainly coming to be better understood, and the press looking to the interests and bearing of the burdens of all can reasonably produce a broader and more general recognition and a fair acknowledgment of and remuneration for service.

## G. L. CASWELL

G. L. Caswell, native Iowan, who is now the first General Field Secretary of any state press association giving his time to the work of the newspapers and receiving a salary therefor, has made a study of newspaper conditions from every angle. He became a printer's devil at the age of thirteen, later going back to school, and then returning to the printer's trade and following it from the Washington hand press all the way to ownership of several papers. He has been editor and proprietor of the Denison, Iowa, Bulletin for the past twenty years, and has scored a success with that publication to such an extent that he is rated "financially comfortable." In 1915 Mr. Caswell took up the work of Field Secretary for the Iowa Press Association, and has boosted the membership, as well as the business and efficiency of its members to such an extent that the I. P. A. is regarded as the best and most effective general newspaper organization in any state, with an enthusiastic and devoted membership. He has organized the state into county units and promotes foreign advertising business and standardization of all business in every way possible. He shows by actual figures an increase in advertising income of 200 members on his Iowa Blue Ribbon List of solid rate making papers amounting to over $50,000 last year, with other increases that will make up an easy $100,000.

G. L. CASWELL
Denison, Iowa

## STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of National Printer-Journalist, published monthly at Chicago, Illinois, for April 1, 1917.

State of Illinois
County of Cook ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Benjamin B. Herbert, who, having been duly sworn according to law, deposes and says that he is the owner of the National Printer-Journalist and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Benjamin B. Herbert.
Editor, Benjamin B. Herbert.
Managing Editor, Benjamin B. Herbert.
Business Managers, none.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Benjamin B. Herbert, 4618 Ravenswood Avenue, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stock holders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown is..... (This information is required from daily publications only.)

BENJAMIN B. HERBERT,

Sworn to and subscribed before me this tenth day of April, 1917.

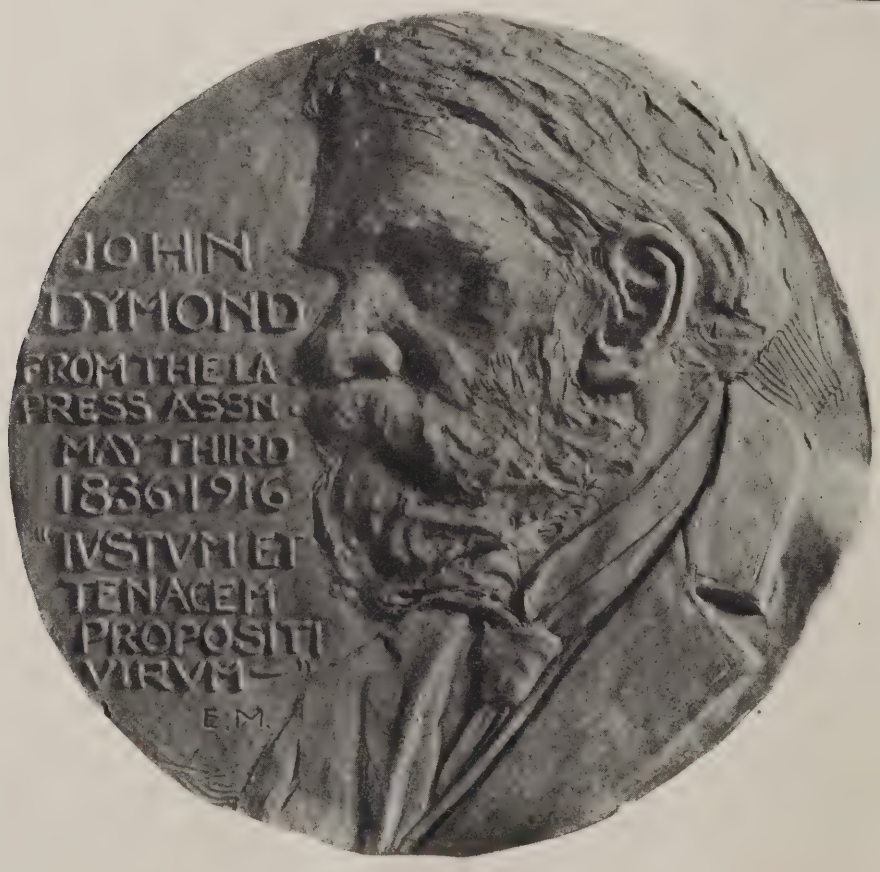
[Seal] E. B. BARNARD, Notary Public.
(My commission expires Feb. 10, 1918.)

The Miller Saw-Trimmer Company, of Pittsburgh, manufacturers of the Miller Platen Press Feeder, and Miller Saw-Trimmer have found it necessary to add 50% to their manufacturing space in order to care for the rapidly expanding business due to the constantly increasing demand for their Platen Press Feeders and Saw-Trimmers.

# "An Appreciation"

## Hon. John Dymond, Louisiana Planter, New Orleans, President of National Association, 1905-06

HON. JOHN DYMOND, of New Orleans, Louisiana, President of the National Editorial Association 1905-1906, has been one of the active, earnest members of the National Editorial Association who has greatly endeared himself to the membership in every State. The illness of his estimable wife prevented his attendance at the Minneapolis Convention this year but he was remembered and his absence sincerely regretted. Just a short time before the Convention, a neat little bound volume, entitled, "An appreciation, John Dymond, 1836-1906-1916," reached the editor of this journal and the privilege was requested and granted of showing three illustrations from the work—presented herewith—in the National Printer-Journalist, by way of awakening pleasant recollections of the members who so highly appreciate his kindly friendship, counsels and companionship. Past President Dymond has had an active and useful life and his friends have at different times taken occasion to express to him their high regard. On the occasion of his reaching his seventieth anniversary, May 3, 1906, the Louisiana Press Association, then in session at Monroe, La., presented him with a loving cup. Again, on his eightieth birthday, in attendance at the Convention, the Louisiana Press Association at Baton Rouge presented him with a bronze medallion portrait of himself. The medallion had been made from a photograph, without his knowledge, and its presentation came as a most pleasing surprise, made happy by many kind words and the congratulatory poem by the daughter of Secretary Bentley, Mrs. Ella Bentley Arthur, well known, in days past, to the members of the N. E. A. The verses which are as follows, are sweetly expressive, not only of the esteem in which Past President Dymond is held by the members of the fraternity in Louisiana but by his editor friends thruout the Nation:




**"John Dymond**

"I think it was a lucky May,
Just eighty years ago,
That brought you here one lucky day
For us to love and know:
To guide your brothers of the quill
And teach us all the while,
To meet alike the good and ill,
John Dymond, with a smile.

"You've fathered and befriended us,
You've helped us to progress,
And we are glad to offer thus
The tribute of the Press,
That Newcomb art has molded here,
Thru future years to last,
The features that we all revere
Upon a plaster cast.

"It is our gift in token of
The zeal—the worth—the truth
Of one whom Time has led with love
Through eighty years of youth,
And with it goes our wish—good cheer!
Another score or two,
And us to greet you, year by year . . .
John Dymond, here's to you!"

The medallion was made by a young lady art student of Newcomb College.

The half-tone from photograph shows Senator Dymond at duty at eighty years of age in the Louisiana State Senate Chamber, for he has been, many years, a legislator as well as an editor. He was elected to the Louisiana Legislature in 1892 continuing in that position until elected to the State Senate in 1900, which office he still holds. Besides the Louisiana Planter and El Mundo Azucarero, in the Island of Cuba, which is practically a Spanish edition of the Louisiana Planter, he publishes the Lower Coast Gazette, a weekly paper issued in Pointe-a-la-Hache. He was elected President of the Louisiana Press Association in 1900 and presided over the convention at Minden, Webster Parish, in 1901; at Guthrie, Oklahoma, in 1905, he was elected President of the National Editorial Association and presided over the notable convention at Indianapolis in 1906. He has attended most of the conventions since and taken prominent place serving on committees, delivering addresses and joining in discussions, to the great pleasure and profit of his fellow members, sharing as well in the sociability and the conversations as to work and methods that have ever proved as beneficial as have the papers and discussions of the set programs of the regular sessions.

For fifty years of his life, Col. Dymond was a leading sugar planter in Plaquemines Parish, La., so that he was practically fitted for his work of editing a journal devoted largely to the sugar industry—during these years as a planter he came to take a keen interest in politics, local, State and National, for the advancement of good government and the upbuilding of agricultural and industrial interests, with the result of a constant promotion in public office. He has served his locality, his state and country and his profession usefully and well and does not lag at four score and one. A coincidence, pleasing to us is that we have the some natal day, May 3, tho Col. Dymond preceded us seven years and is now an octogenarion, while we are only a youth of seventy-four years.—B. B. Herbert.

## A GREAT SUPPLEMENT

### Telling the Plans of the Things That Are and the Why—The Greater Port of New York—By the New York Evening Post

Again the New York Evening Post, that combination of sterling reliability and enterprise, has addressed itself to a huge undertaking and acquitted itself in brilliant fashion. Its latest achievement was the issuing of a Greater-Port-of-New York Supplement on June 20—an issue which totaled 132 pages crammed with interesting and pertinent facts about the amazing development of New York. The supplement has a handsome rotragravure cover.

The idea of issuing a supplement which should deal adequately with this theme was a clever one. The scope of the undtertaking was one which might dismay a less resourceful newspaper. But the subject, tho a large one, is given comprehensive treatment. There are articles by a galaxy of experts who discuss from many angles the past, present and future of the world's greatest port.

Mayor John Purroy Mitchel of New York contributes the introductory article. Emory R. Johnson, professor of transportation and commerce at the University of Pennyslvania, presents "The Economic Causes of New York's Supremacy," making an incisive analysis. He discusses the natural flow of transportation thru the outlet, the development of the South and East as contributing factors and the vast labor supply in the city as a magnet.

Other contributors include J. C. Lincoln, traffic manager of the Merchant's Association; O. P. Austin, statistician of the National City Bank of New York, who shows that the value of the commerce entering and leaving New York exceeded that of London even before the war. Alfred Smith, manager of the Industrial Bureau of the Merchants' Association, reveals how completely the metropolitan district leads all others in manufactures, with a vast total of products and great variety.

R. A. C. Smith, dock commissioner of the City of

New York relates how the city has spent more than $135,000,000 in acquiring and improving waterfront property.

Representative Murray Hulbert gives the reasons why Federal action is needed for the harbor's improvement. Charles Molesphini discusses the terminal development of the waterfront. B. F. Cresson, Jr., writes about New Jersey's contribution to the greater port. The argument in the lighterage rate case is presented, the case for New York by Julius Henry Cohen and the case for New Jersey by George L. Record. Calvin Tompkins tells why New York does not modernize its facilities. J. Spencer Smith writes of the proposed $10,000,000 waterfront terminal development at Bayonne, N. J. R. de Tankerville discusses war's effect on the harbor's shipping.

Walter B. Hayward depicts the increase in facilities of shipyards as a result of the war.

Other articles are by James M. Reilly, telling of Newark's terminal development; Brig. Genl. W. W. Wothersoon, discussing New York State's canal system; A. B. Pouch, who tells of Staten Island's advantages of location. Dr. Nathan A. Warren discusses the port of Yonkers. Other contributors discuss Elizabeth's share in the harbor's commerce, Perth Amboy as an industrial and commercial centre, the growth of domestic chemical industry in the United States, cotton and cotton products in international trade, tunnel construction in New York, New York and New Jersey pilotage regulations, the proposed New York-New Jersey vehicular tunnel, the proposed Brooklyn marginal railroad, the future trade with the East, the relation of street planning to port development, the relation of port facilities to trade, the financial position of New York.

Thomas E. Rush writes of the customs administration of New York. Frederic C. Howe discusses, "The Advantages of a Free Port." Ira A. Place, vice president of the New York Central, has an article on "The Proposed New York Central West Side Plan." Cyrus C. Miller, ex-president of the Borough of the Bronx, points out the need for a marginal railroad in that borough. Marcus Marks, president of the Borough of Manhattan, discusses "Manhattan's Contribution to the Greater Port."

Marshalling as it does an army of facts about the port and business conditions, presented in a form which makes clear the relationships of these facts to one another, the Greater-Port-of-New York Supplement cannot fail to be of the greatest value, and certainly of instructive interest to newspaper men thruout the whole nation especially in view of the country's development and the commercial interests involved and all that such a port means in these times of the World War across the Atlantic. The point for all newspaper men in all cities to consider is what features or institutions in their respective communities may be treated in a similar manner for general benefit and promotion.

## THE PERSONNEL OF THE N. E. A. PROGRAM OF 1917

### (Concluded from June Issue)

**Symposium: Plans for a Closer Union of State and National Organizations—Led by Alva A. Swain, Secretary of Colorado State Press Association, Denver Colo.**

Alva A. Swain was born in Batholomew County Indiana, March 25, 1874. He is not the graduate of any school or college and had to work for a living from the time he was eight years old. He moved to Colorado for his health in 1897, was in bed practically all the time for three and one-half years. In 1898 he had recovered sufficiently to start soliciting on the streets for Denver newspapers. In 1900 he associated himself with the Colorado Springs Gazette, opening an office in Denver. He solicited subscriptions and carried the route. In 1913 he established a like office in Denver for the Pueblo (Colo.) Chieftain and went from a carrier boy to its majority stock owner in eleven years. In the meantime, he associated himself with the Grand Junction News and Ft. Collins Express, bought a half interest in the News and represented the Express. The Chieftain is the largest Republican daily in Colorado and the News and Express are 2nd and 3rd largest. He became the publicity manager of the Republican party of Colorado in 1908 and held the position until 1916, and as such was the political writer for practically all of the Republican weeklies and dailies in the state.

ALVA A. SWAIN
Denver, Colo.

He became Secretary of the Colorado Editorial Association six years ago, when it had a membership of eighty-five. Today it has a mem-

bership of something like four hundred and is, with reason, claimed to be the largest individual association in the United States and it is believed that it has done more for the editors and publishers of the United States than any other one association in existence and Mr. Swain is largely responsible for building the association to its present capacity. Its work in national affairs has been done through co-operation with Mr. George E. Hosmer.

Mr. Swain was married June 2, 1900, and is the father of two boys living and one dead.

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**Political Advertising: What Can We Do About It?—O. M. Levang, Levang's Weekly, Lanesboro, Minn.**

Ola Martin Levang was born in Norway April 27, 1869; educated at the University of Christiania; came to the United States in 1886; learned the printer's trade in Chicago; published a Norwegian Weekly paper in Sioux City, Iowa, 1890-92, sold out and moved to Tacoma, Washington; established there the first Norwegian illustrated monthly magazine published in this country; returned east in 1898 and located at Lanesboro, Fillmore county, Minnesota, where he since has been engaged in publishing a weekly newspaper in the English language; the name of his paper is Levang's Weekly.

He has been very active in political affairs in the First Minnesota District. Managed in 1910 the successful campaign against Congressman James A. Tawney, which resulted in Mr. Tawney's defeat. In 1914 and 1916 Mr. Levang made unsuccessful runs as a candidate for Congress. Those who know his tenacity of purpose predict that he may again become a candidate for Congress in 1918.

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# Nebraska Editors' Incomes at Service of Uncle Sam

## On Record as Favoring Tax on Incomes and Readjustment of Postage Rates

By Miss Eunice Haskins, Editor Stella Press, Stella, Neb.

PATRIOTISM was the keynote of the Nebraska State Press Association at the meeting in Omaha June 18-19-20, with special attention to newspaper problems growing out of the war. In keeping with the spirit of the day, greater simplicity than is usual at the annual meetings marked the activities, yet the editors were busy all the time.

The convention marked a new departure in Nebraska newspaperdom, for it was the first annual social meeting of the Nebraska Press Association. The Association was re-organized on broader lines the past year, and for that purpose a one day's business meeting was held at Lincoln in November and again in February. According to the revised constitution adopted in February of this year, the annual business meeting of the Association shall be held in February. The executive committee arranges for the annual meeting as to time and place, unless the Association shall have decided these details by vote.

The first annual social meeting was a great success, and tho a social meeting, "fun, frivolity and feasting" had a minor instead of a major part. The printed program was:—

**Monday, June 18**

10:00 A. M.—5:00 P. M. Register at headquarters, get fixed at your hotel, spend day in visiting.
6:00 P. M. Dinner at Commercial Club of Omaha. Hosts—Commercial Club of Omaha.
7:30 P. M. Take care for Ak-Sar-Ben Den. (Announcements will be made at dinner.)
8:00 P. M. Guests of Ak-Sar-Ben at Den.
8:00 P. M. Special entertainment for women — Hotel Rome. Hostesses — Omaha newspaper women.

**Tuesday, June 19**

9:00 A. M. First meeting—Happy Hollow Club. (Take Farnam street cars west, marked Dundee.)
9:30 A. M. Appointment of committees by President.
10:00 A. M. Address, "Journalism, the Chief Weapon of Democracy" — Walter Williams, Dean School of Journalism, Missouri University.
11:00 A. M. General discussion.
12:30 P. M. Luncheon. Hosts — Omaha Daily News, Omaha Daily Bee, Omaha World Herald.
2:00 P. M. Address, "Why not Bring All Factors into Harmony?" — Herman Black, publisher Chicago American.
3:00 P. M. General discussion.
5:30 P. M. Leave club for city. (Cars will be provided.)
6:30 P.M. Annual dinner, followed by dance and general good time—Hotel Fontenelle. Hosts Supply men of Omaha.
Address—Hon Richard L. Metcalfe.

**Wednesday, June 20**

9:30 A. M. Gather at Hotel Rome for any business of Association.
10:00 A. M. Auto ride about city and suburbs.
12:30 P. M. Luncheon. South Omaha Exchange Building. Hosts—Union Stock Yards Co. and Commission Men.
3:00 P. M. Unfinished business. Report of committees.
8:00 P. M. Theatre party for those who remain.

Many felt that the old way of making out and following a formal program where office and shop problems could be discussed and talked over at forenoon and afternoon sessions according to the old fashioned custom

would have been wiser. However, the personal contact, the private exchange of ideas and problems between friend and friend, and the discussions wherever a little group was assembled, rejuvenated the newspaper worker, and sent one and all home "fresh for the fray."

Headquarters for the meeting was at the Rome hotel, and the city was hospitality itself. Many women were present—the wives and daughters of editors, and a very few who are engaged in newspaper work without having gotten into fraternity because "she married an editor." The average Nebraska newspaper man's wife takes keen interest in his work, and is a great help to him. Consequently, the press meetings mean much to this body of earnest sincere women who make it a habit to attend the meetings, mean much to them besides visiting, shopping and sight-seeing. The Nebraska editor's wife has always done her bit in her husband's newspaper office.

Walter Williams, dean of Missouri University School of Journalism at Columbia, was the guest of the Association, and became the idol of the assembled fraternity. Dean Williams scheduled and impromptu addresses were the big things of the meeting. In his most important address, made at the Happy Hollow Club Tuesday forenoon, he said in part:

"This is not the President's war, nor is it Congress' war. It is the people's war, and to keep it the people's war, the press of America must be uncensored.

"If England had had a free press for a century this war would never have come. America's press must not be muzzled. It must be allowed to publish just constructive criticism, but not destructive criticism.

"There will be individuals temporarily holding office who will fear criticism. The press must not grant them freedom of publicity.

"The people must know about this war," he continued. "Nothing must be published that will aid or comfort the enemy, but nothing must be withheld that will inform the people as to the real meaning, the causes and the possible results of this conflict..

### Publicity to Bring Peace

"Publicity not only will make this a popular war, but it will bring peace. A muzzled press forced England into war. The news agencies of Europe published many falsehoods—given out officially.

"We must not permit the same blunder to be made here. The press must hold the government to strict accountability for every action. Lese majesty is a crime under an autocratic government—not under a democratic one.

"The rules made at Washington regarding censorship say that 'speculation about possible peace may possess elements of danger, and prohibits such speculation. Such a prohibition—thank God—cannot be carried into effect.

### Will Be No Disloyalty

"There must be and will be no disloyalty in the press. The American press, unmuzzled, will justly and constructively criticize; it will educate the people and make this a popular war. The war may last a day or a year, but journalism alone will make the world safe for democracy."

Dean Williams is one of Missouri's pioneer newspapermen. He was editor of the Columbia, Mo., Herald for thirty years. Several years ago when the University of Missouri decided to open a school of journalism, he was chosen to head it.

One of the best informed men in America on current events, Dean Williams also is an authority on World journalism. He has visited practically every country in the world.

He was president of the World's Press Congress and is author of many books on journalism and historical volumes. Not only in the United States but in foreign countries he is considered an authority on journalism and its effect on government.

Herman Black, publisher of the Chicago American, was on the printed program to give one of the important addresses of the meeting.

"To secure effective advertising," said Mr. Black, "there should be a closer relationship between the advertisers, the sales force handling the goods advertised and the public to whom the goods are advertised. An ad writer in a large institution frequently defeats the object he wishes to attain by not backing up his advertisements with all the force of the institution with which he is connected.

Mr. Black's subject was "Why Not Bring All Factors into Harmony?" and he "has no apology to offer for advertising for it has made men rich and famous."

"I think every ad writer should also be sales manager. He should assume money-earning as well as money-spending responsibility. Too frequently an ad writer sits up in an attic somewhere and creates euphonious phrazes without regard to the ultimate result."

At the various social sessions, including the annual dinner at the Fontenelle, which is the most important of the society functions, there were patriotic speeches by local Omaha men and by those of the visiting fraternity. Every where was it impressed the service that Nebraska newspapers must render in the nation's present great crisis.

The Association, among the resolutions passed, went on record to say:

Whereas, After a long period of conservative and patient effort to avoid war, this republic of the United States of America has been forced into the gigantic conflict and every resource must be immediately available for the successful issue of a prompt and decided victory over the forces against us;

Resolved, That this association of newspaper editors feels its tremendous responsibility and while impressed with the horrors of the war and its consequences to civilization, it is thrilled with the call to arms in behalf of freedom and democracy, not only in our own country, but in all the earth, and its members desire to pledge their earnest efforts in support of the union of nations against the tyranny of force and the domination by despotic cruelty and terrorism such as the world has never seen.

In the prosecution of this war until a glorious peace with victory is attained, we feel the deep conviction that our republic will add new glory to the flag and perform epochal service to humanity; that it will make secure not only our own democracy, but afford individual opportunity and privilege in the far corners of the earth where human rights have long been dwarfed and denied.

That it is our further conviction that this war is really for world peace, with reasonable insurance for the safety of all peoples, from outside oppression and from the designs and greed of war lords who dream of exploiting the earth with their empire of self.

Therefore, We solemnly pledge ourselves and our property, our policies and our personal ambitions, to a sincere participation in the leadership and inspiration of

the people of this country in the great crisis of the nation and the entire brotherhood of peoples thruout the world.

Signed by

A. B. WOOD,
W.R. WATSON,
P. A. BRUNDAGE,
A. P. KELLEY,
A. H. BACHAUS,
Committee.

But to best serve their country, Nebraska editors must look after their own interest, and consequently this resolution also was passed:

Resolved, That we most heartily express our appreciation to all who have had a part in making this session so enjoyable, inspiring and instructive.

Whereas, The Congress of the United States is now engaged in preparing a revenue law for the purpose of providing a war fund for the service of humanity; and,

Whereas, This revenue burden should be laid justly upon all interests to equalize it without detriment to any, and we declare our full willingness that the publishing business shall stand its fair proportion; and,

Whereas, The newspapers of the nation have freely and without compensation than the answer of a good conscience to the call of patriotism rendered a service so valuable in the exploitation of the liberty loan, so marked that it has been singled out for a special commendation by the Secretary of Treasury, given to no other agency; has performed a similar service in the publicity essential to the registration act, as well as the campaign for voluntary recruits; and is now aiding in the energetic presentation of the Red Cross campaign; therefore, be it

Resolved, That we are ready to make necessary sacrifice and, if it be deemed essential to that end that postal rates on second-class matter shall be readjusted, we favor the zone system of charging for the transportation of newspapers and magazines by mail as the most equitable and business-like, in that this method will remedy deficits by removing the cause; and also, be it

Resolved, That, inasmuch as any readjustment of rates of postage will dislocate business processes, we would urge the levying of a tax upon the net income of the publishing business, which plan will produce such revenue as the industry should bear, and do so without destroying or crippling the business, and thus defeat the end for which the law is acted; and, be it

Resolved, That this statement of our own sentiment be forwarded by the secretary to the Nebraska members of Congress in both houses.

---

One of the nicest features of the meeting was the breakfast Tuesday morning at the Blackstone, Omaha's magnificent new hostelry on the Lincoln highway. About seventy-five were present, and after the meal was finished, the party was shown thru the Blackstone that all might see and enjoy the beautiful and elegant new furnishings.

Another pleasant feature was a visit to the Rosenfield Peony Gardens during the auto drive about the city Wednesday forenoon. This peony garden was established in 1884, by its present owner, Mr. J. F. Rosenfield, and now contains twenty-five (25) acres. It is one of the show places of Omaha, and was in the height of its bloom at the time of the editors' visit.

The annual election of officers will be held at the next business meeting—in February, 1918. The present official personnel is: President, Clark Perkins, Aurora; vice-president, C. B. Cass, Ravenna; secretary, A. D. Scott, Edgar; treasurer, F. O. Edgecombe, Geneva. Executive committee: First district, W. C. Israel, Havelock; second district, Henry Richmond, Omaha; third district, A. W. Ladd, Albion; fourth district, C. F. Clark, David City; fifth district, Adam Breede, Hastings; sixth district, E. R. Purcell, Broken Bow.

Owing to unsettled business conditions, progress is slow toward employing a field secretary, an aim to which the Nebraska Press Association is now working. There are two obstacles that stand in the way: (1) difficulty in finding the right sort of a man who can give all his time, or a large share of it, to the job; and (2) finding the money with which to pay him.

G. L. Caswell of Denison, Iowa, field secretary of the Iowa Association, spoke briefly on the association work in his state, and some of the things accomplished by the organization in the interest of the newspaper fraternity.

Hon Richard L. Metcalfe, editor of the Omaha Nebraskan, was unable to be present, and Frank W. Judson, head of the State Red Cross committee, made remarks in his place. Mr. Judson made an urgent appeal for the assistance of the press in the work of securing money for the Red Cross in the war.

At the luncheon at the South Omaha Live Stock Exchange Building, Dean Williams, in his closing address to the Association, pleaded for stout hearts and steadfast spirits on the part of the American people. He said in conclusion:

"To make the paths of the lives of our children pure and clean and safe is our object in this war. As Christ died to make men holy, let us live to make men free, is the last thing I want to say during my stay in Nebraska and Omaha."

* * *

The summer courses in journalism at the University of Missouri show an increase in enrollment over that of the summer session of 1916. This increased enrollment is despite the fact that in many schools the enrollment for the session is less than last year. The journalism courses given at Missouri in the summer are: History and Principles of Journalism, Comparative Journalism, The Country Newspaper, The News, Reporting, Copy Reading, The Writing of Advertising, Advertising Management, and Rural Newspaper Management.

* * *

## CO-OPERATIVE ADVERTISING CAMPAIGN

### Professor Troxell of Washington State University Will Give All His Time Next Year to Washington Newspaper Association

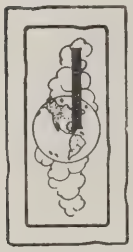
University of Washington, May 28.

E. E. Troxell, assistant professor of journalism, in which department he gives the courses in advertising, will, after August 1, give his full time to the Washington Newspaper Association, of which he is now executive secretary. The Washington Newspaper Association is a co-operative organization of about 85 newspapers, all of them Washington weeklies. The purpose of the association is to secure advertising for the 85 papers as a body.

Mr. Troxell plans to go east in August and spend several months seeking advertising contracts for the association members. The headquarters of the association will be in the department of journalism.

# NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



N a magazine I picked up some time ago I read that, in order to do one's best, it is often good to impersonate one's betters, as it were. That is, the idea conveyed was that, to accomplish greater work—better results—and thus reap a higher reward—one ought to imagine, or play, that he is a greater personage, for the time being at least.

The child was cited as an example. Your little daughter, the author suggested for instance, is not in the least gracious nor dignified naturally; but when playing that she is the gracious and dignified Mrs. Jones across the way, the child becomes the very personification of those two traits.

"Men are only boys grown tall," and, as a matter of fact, I think we are all more or less given to play-acting thruout this life of ours. If it were not so—if each of us did not "put on a little"—put our best feet foremost—and pretend considerably in our daily lives, we would all be a pretty sordid, disagreeable, unsuccessful set.

You know, brother mine, when you're rushed to death with work and everything has gone dead wrong in the office, it is not your natural inclination to be smiling and kind and gracious to the morning callers. But you know for business reasons how utterly important it is not to give way to natural impulses—but to impersonate instead an imaginary bigger and better man, by controlling your bitter feelings, clearing your brow and forcing a smile.

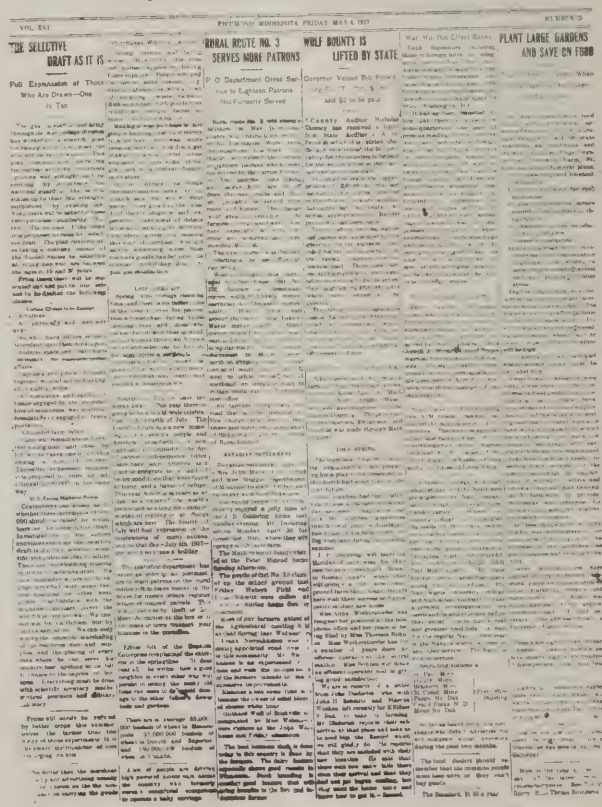
And just so I think it should be in the making of our newspapers. Each of us should have his ideal—a model among the great newspapers of the world, and whenever we start getting out the weekly edition we should play that we are the proprietor of that greater sheet.

If in writing our editorials we get it fixed somewhere within our subconsciousness that this is not the ordinary, obscure Tom Brown or Harry Smith, but the great and renowned Arthur Brisbane for instance,—or, if, in doing our various mechanical stunts, we imagine ourselves a Franklin or a DeVinne, the chances are our editorials and our printing will be better.

The point is, while becoming the understudy of more eminent members of the craft a realization of the greater dignity of the job is brought home to us, and, as a natural consequence, more pains are taken and greater effort is put forth in order to live up to the standard of our "star" and perfect the product. It is simply the same thing as placing our aim a trifle higher than usual.

Those of us, however, who feel that our abilities in the line of acting are too limited to undertake this impersonation trick can at least choose from among the best papers a model, and in future build our own papers as nearly as practicable after that style.

THE RICHMOND STANDARD



THE SELECTIVE DRAFT AS IT IS

Full Explanation of Those Who Are Drawn—One in Ten

RURAL ROUTE NO. 3 SERVES MORE PATRONS

P. O. Department Gives Service to Eighteen Patrons Not Formerly Served

WOLF BOUNTY IS LIFTED BY STATE

Governor Vetoed Bill Fixing $5 a Pelt and $2 to be paid

PLANT LARGE GARDENS AND SAVE ON FOOD

Richmond, Minn., May 19, 1917.

Mr. O. Byron Copper,
DeSoto, Wis.,

Dear Sir:—We are sending you by today's mail a copy of the Standard in which appear four pages of ads for "The Big Store" of this city. This store uses more space in our paper than all the other stores here combined. The proprietors are here a little more than a year and have built up a wonderful trade—due to a large extent to their advertising, we believe. We want to give them the best service we can and for this reason would like to have you criticise their ads, together with the rest of the paper. Will say, that in setting up these ads our time was somewhat limited and we were compelled to let the "devil" do some of the work.

Yours very truly,
THE RICHMOND STANDARD,
By J. M. Bussen, Manager.

That the Richmond Standard is a fine, clean

home weekly is evident, I trust, from the reproduction of the front page which accompanies this paragraph (Exhibit 1). The contents of this paper are well selected and, in the main, the sheet is nicely made up. The good print secured is one of the Standard's most pleasing features. The treatment of "The Big Store's" four-page advertisement is creditable, as the one page selected for reproduction herewith will demonstrate (Exhibit 2); but in such work a more finished and pleasing effect is possible by enclosing the entire price-list portion within a box panel, thus giving the outside columns the same effect (rule on both sides) as that in evidence in the several inside columns. One of the commendable features of these "Big Store" advertisements is the fact that the name plate is given a position at the top, and no less wise and proper are the numerous illustrations used. The display of heads and prices has been well handled. The appearance of this paper's front page could be improved by the insertion of a catchy office slogan in ten point caps under the title just over the head rule and the adoption of something of the nature of a DeVinne face for the single line headings and the inverted pyramid subheads.

✧ ✧

Burlington, Wisconsin, April 28, 1917.

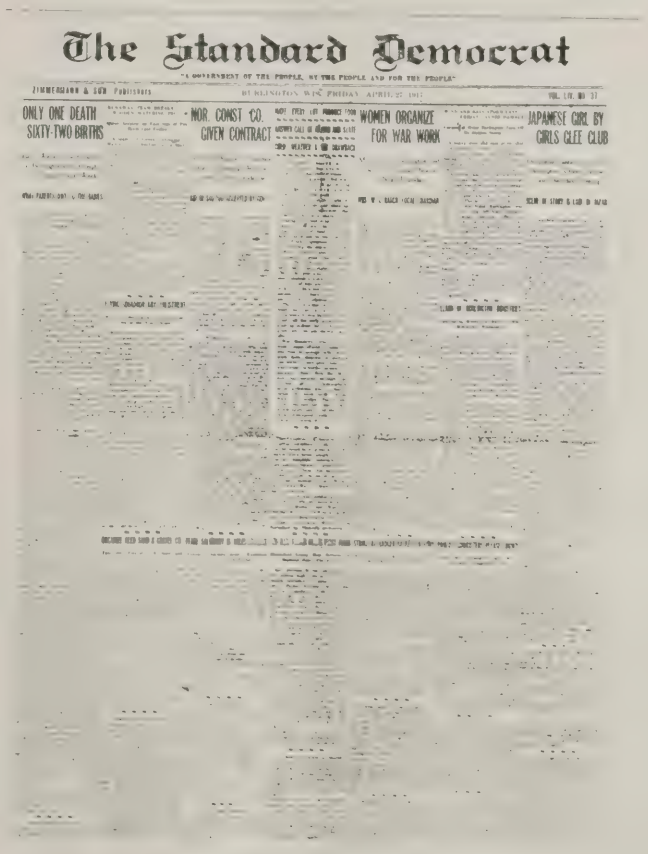
O. Byron Copper,
DeSoto Wis.

Friend Copper:—Just to show you that we are still alive and in the newspaper business we are sending you under separate cover copies of the last two issues of the Standard Democrat. Have been so busy in the job department lately that the newspaper has been somewhat neglected.

Hoping that the past winter has been a profitable one with you and that we will see you at Madison the middle of next month, we are,

Very truly yours,
LOUIS H. ZIMMERMAN.

Even a casual glance at the Standard Democrat's first page (Exhibit 3) is sufficient to establish in the mind of one capable of judging of


The Standard Democrat
ONLY ONE DEATH SIXTY-TWO BIRTHS
NOR. CONST CO. GIVEN CONTRACT
WOMEN ORGANIZE FOR WAR WORK
JAPANESE GIRL BY GIRLS GLEE CLUB

such things that here is a paper far above the ordinary in excellence. The absolute uniformity of headings and the absolute perfection of the makeup are features as pleasing as they are striking. This subject of uniform headlines is a point sadly neglected and abused in the average country newspaper office, where little attention is given to the matter of harmony of head letters or unison of head styles, and forms a point on which I forgot to dwell in criticizing the paper considered in the paragraph immediately preceding this one. Exactness in this matter of head uniformity, both in respect to

THE ECRU ECHO

ONE DOLLAR A YEAR — ECRU, MISSISSIPPI APRIL 20, 1917 — VOL. 2 NO. 38

PONTOTOC COUNTAINS FORM RELIEF CLUB

National and State Food Campaign Endorsed Arrangement Being Made to Assist the Farmers.

BILLION WASTED A YEAR, SAYS BILBO

Mississippi Governor Appeals for More Economy, and Urges That All Slackers Be Put to Work

SPEECH MADE BY HON. PAT HARRISON

Delivered by Mississippian to the House of Representatives on April 5th, 1917.

FREE BULLETINS ON FARM CROPS OFFERED

To Help Farmers Produce Largest Yields in This Year of War and Food Shortage

NO MEN FOR THREE MILLION WOMEN.

After the War Women In Europe Must Earn Own Living or Become Plural Wives.

hint of the strong spirit of patriotism which permeates every column of this fine American home weekly.

✧ ✧

This department is indebted to Managing Editor T. M. Wingo for a copy of the Ecru (Miss.) Echo, a five-column quarto on ready-prints, quite as pleasing generally (and particularly typographically) as its title is euphonious (Exhibit 4). Here is another sheet whose maker appreciates the beauty of uniformity, as evidenced in the accompanying reproduction. Nothing could be neater than the manner in

Wanted 15,000
Burlap and Cotton Bags.

Will buy all kinds and sizes if they are free from holes. Prices according to sizes and conditions. Will buy all your Country Produce such as Chickens, Eggs, Hides, all kinds of Fowls etc.

Will Cummings

which this first page is made up and the heads are very pleasingly similar. And, what is more uncommon than nice front pages, the inner pages of the Echo are just as fine in point of imposition as the first. An even, legible impression renders this little paper very readable and withal, the contents of every page are worth reading. However, I would suggest as an improvement, more original matter, and especially more local news. Advertisements are few in number, but liberal in size as a rule, and the composition very creditable (Exhibit 5).

✧ ✧

Every newspaper in the land, great and small, I suppose, has its circle of admirers—its coterie of devotees, who believe no news dispatch until they have read it in the columns of their favorite sheet; who have no opinions other than those proposed and upheld by it; who swear by their favorite, as it were, on all that pertains to current events or public issues. And, I presume, none of the greater papers in these United States enjoys a comparatively larger (and surely none a more ardent and loyal) circle of such admirers than the Kansas City Star, the morning editions of which are known as the Kansas City Times. In classing the Star with the "greater" papers of this country, I have not been careless with my terms. I have chosen the adjective purposely, for the Star is one of the greater papers. Its paid circulation for April is given as 221,478 copies, daily average for the evening and Sunday editions; 216,733

type face employed, general style and length of line, is one of the unmistakable marks of professional interest and ability; and in the case of this specimen these details are perfectly in evidence. As might be expected from a sheet in which so much pains are taken with such a small (?) matter as the headlines, the contents of the Standard Democrat are of high standard, both in point of kind and editing, and that the excellent editorial columns are as clever and spicy as ever is a source of gratification. Of course the print is first class and the rows of tiny American flags used as dashes serve as a

daily average for the morning edition, and 343,258 for the Weekly Star. William R. Nelson founded the Star in September, 1880. Its distinctive characteristic is its conservatism, as manifested in its modest typography. Not even during these stirring war times, in which the scare-head writer is revelling to the height of his glory, do we see anything more sensational than the staid and simple single-column head in the Star or Times. But these heads are deep—

Don't Fail to See Our New Furniture Floor "De Luxe"

Many Opportunities to Save in the Less Expensive Dept.

MAY OPENING

A Truly Remarkable Fashion Show of New Furniture, Rugs and Draperies—Displayed in Elaborate New Show Rooms

FOR The Sun-Room or Solarium

FOR THE Dining Room

Chippendale, Sheraton, Adam, Hepplewhite, William & Mary, Queen Anne

Oriental Rugs

Exquisite New Draperies

FOR THE BEDROOM

FOR The Veranda or Garden

FOR THE Living Room

Jacobean, Queen Anne, William & Mary, Adam, Italian Renaissance, Chippendale

Duff and Repp FURNITURE CO.

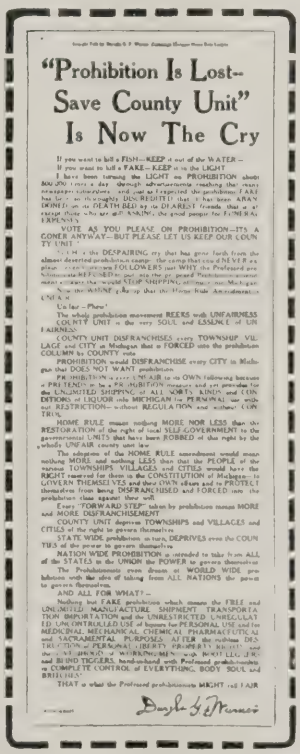
1216-1224 Main Street

Kansas City, Missouri

usually of four decks, supplementing the chief caption and a couple of key lines. The general style is the opening of every alternate column top with one of these heads, but if no article of sufficient importance is secured for the last column, a head of a more modest style is used. The editorial work on this Kansas City daily is of the ablest sort and none of the dailies of its class offer a better news-service, nor a better advertising service. The Kansas City merchants and business houses appreciate its value as an advertising medium, hence the patronage of its columns is liberal, and I cannot forego a remark of praise for the high class work in evidence in the typography of these advertisements. In Exhibit 6 I show an ad from the Star, very neat and nifty in design and treatment, in spite of the defect at the top. The advertiser should have bought a couple more inches of space, which would have given the proper margin of white at top between the outer rule and the inner panel, to correspond with that on the sides and at the bottom.

✧ ✧

It has been quite a while since I have had anything to say in these columns about P. O'Brien's excellent paper, the Iron River-Stambaugh Reporter (Iron River, Mich.) one of this department's long-time friends, altho this is no evidence that there has not been a lot of good that could have been said. I have had several



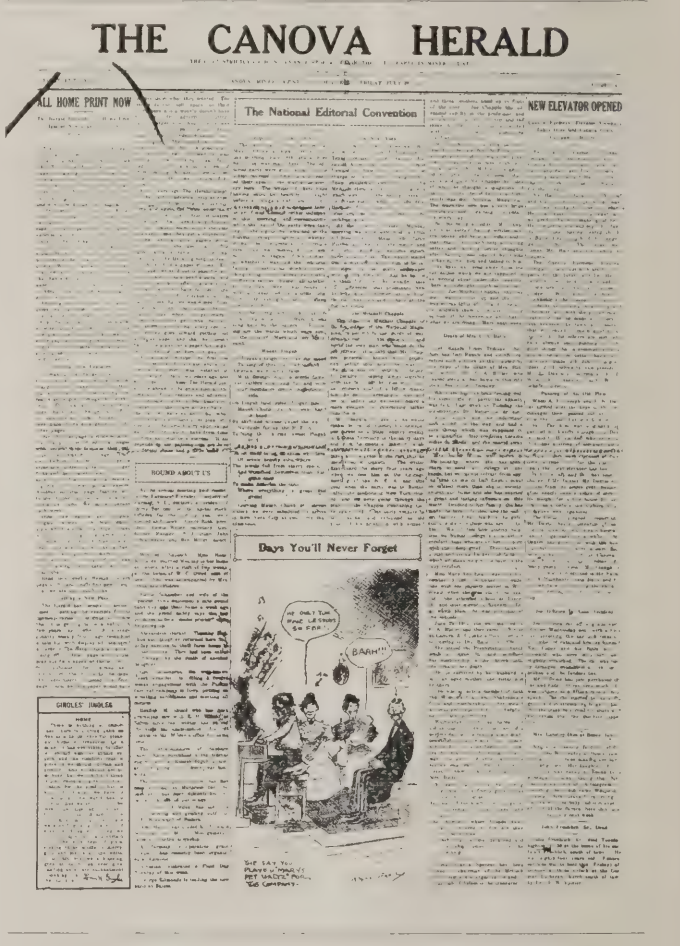
"Prohibition Is Lost—Save County Unit" Is Now The Cry

copies of this great paper with me for several months holding them in abeyance for such time as I should find it convenient to examine them more closely, and this seems to be the opportunity. Both of the issues at hand were printed at a time of year when advertising is heavy (but, with the Reporter, advertising is heavy the year 'round) hence one of them consists of sixteen and the other of twenty pages. I have seen a number of dailies that do not dish the

news up to their readers in the spicy shape which the Reporter makers do, and, while there may be critics who would condemn this sheet as somewhat sensational, I do not so class it. Its head styles are neat and uniform and the scope of news-service gratifying indeed. The pages have a lively, interesting appearance and I highly approve of the amount of space given up to correspondence. The displayed advertisements in this specimen are usually well done. In Exhibit 7 I show a striking example. In closing, I want to say concisely what the reader must have gathered from the foregoing remarks, that the Reporter is in most points an excellent paper; but as a matter of material improvement, I would suggest the adoption of this department's ideal method of makeup, as pertaining to arrangement of advertisements, which has been so often rehearsed in these columns that I will not consume space by repetition at this time.

✧ ✧

Just about a year ago I received a copy of Brother Dean C. Trippler's excellent paper, The Canova (S. D.) Herald, and, while I have doubtless remarked before that it is a dandy home weekly, I'm really sorry that it has taken me so long to repeat the fact again. In this issue Brother Trippler announces another innovation in the way of an all-home-print paper, and I want to confess frankly that this announcement is worth reading. It goes on to tell in a frank, not boastful way, how the Herald has led its contemporaries in matters of progress and improvement. First the Herald adopted the clean front page, next the cash-in-advance, stop-at-expiration plan was put in practice, then a standard linotype and a full electric equipment was installed, and now the all-home-print system. And, altho many in the game said all these things were impossible, that every one of the new ideas adopted up to last June had proved a decided success is clinched by the fact that since the new pace was begun the Herald's circulation has practically doubled. Of course, Brother Trippler gives his readers a most excellent paper. Every page is a veritable delight both in typographical correctness and in the message it carries to its readers, the makeup of each being in strict accord with the dictates of this department. Somehow every column of this sheet is given such neat, enticing treatment that one can scarcely resist the inclination to peruse it, and after one has yielded, he is glad he did so. Just so it happened that I have read much of the copy before me, notwithstanding that it was printed almost a year ago; and I must confess that I'm not sorry. As will be noted in the reproduction (Exhibit 8), in the two central columns is the continued account of the editor's attendance upon the annual convention of the N. E. A., and a highly interesting account I find it. As a matter of fact, not every home newspaper maker has the literary ability of Editor Trippler. He has a smooth, easy style of language, a good, useful vocabulary and a knack of expression that gets under one's ribs. His editorial columns, and everything he writes, for that matter, is therefore high class. I hope the Herald has made as much of a success of


THE CANOVA HERALD

ALL HOME PRINT NOW

The National Editorial Convention

NEW ELEVATOR OPENED

ROUND ABOUT US

Days You'll Never Forget

its "all-home-print" venture as of its other innovations, and I hope, too, that I may be given evidence of it within the near future.

✧ ✧

I find something of personal interest in an issue of the Covington (Tenn.) Leader of September 28, 1916, showing how far behind I am on some of my work in this department. Here's hoping that my friend Tom is still ho'ding down his job on the Leader; and, that he is a "number one ad man," as the Leader editor suggests, I can attest, from having examined several specimens of his work in the past. Mr. McGregor is the man who used to make such wonderful typographical "pictures" which were reproduced from time to time in these columns, and here is an ad from the Leader (which I trust is his

work, inasmuch as it is his "style") which is very good because of its marked simplicity.

You Must See These

Full-of-Style Middy Blouses

Fall Coats of Real Class

Authentic New Fall Suits

Real Dress-Up Coats Are Here

And Some New Skirts Too

Charming New Fall Waists

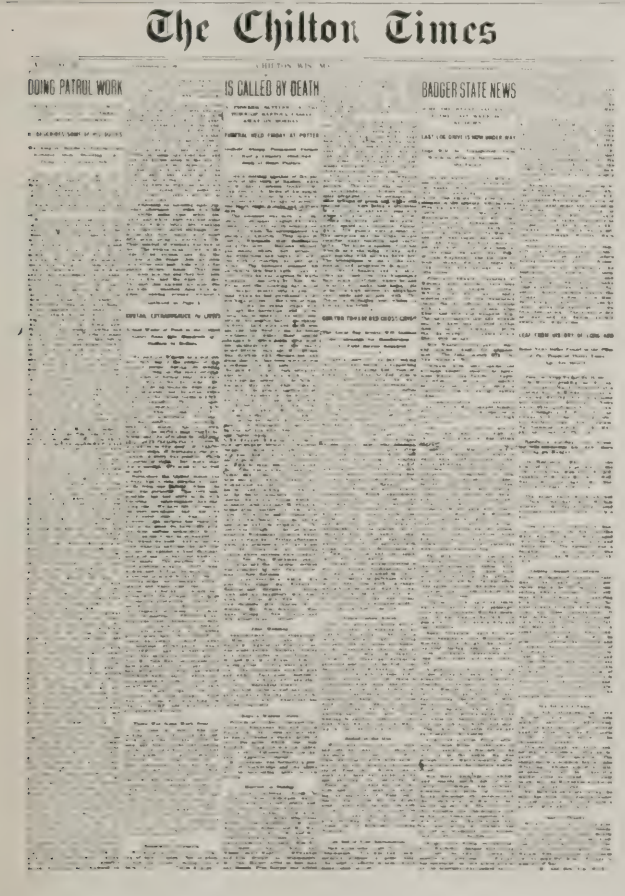
Ladies' High Top Boots

Bailey's : Covington's Style Store

The mistake is that the firm name should have been at the top (not the compositor's fau't) in which case the paragraph and head over the cut would have been correctly placed at the bottom (Exhibit 9).

* * * *

Every once in a while I get a very much appreciated copy of the Chilton (Wis.) Times, as a compliment from John N. Huntz, foreman of


The Chilton Times

DOING PATROL WORK

IS CALLED BY DEATH

BADGER STATE NEWS

the office. I have laid considerable stress in the course of this installment of "Newspaper Criticisms" on the beauty of harmony and system of heads and makeup, and in the Chilton Times I have another grand demonstration of what those two features mean when perfectly applied in practical work. Exhibit 10 is a pic-

ture of the front page of this excellent Badger State weekly, and it is interesting, as well as

Ready-to-Wear Afternoon and Evening Dresses

Ginghams and Dainty Wash Materials At Decidedly Low Prices

Under Muslins

12½c and 15c, per yd.

Beautiful Silks For Summer Dresses

DAINTY DRESSES FOR YOUNG GIRLS

New Neckwear of Decided Charm

DAIRY FEEDS OF THE RIGHT KIND

Knauf & Tesch Co

THE STORE OF QUALITY

TESTED SEED CORN

somewhat wonderful, to know that this front page of the issue of May 12 might easily be mistaken for that of any other weekly edition of this paper, so uniform and systematic is everything about it. It is needless to mention that every other feature of this sheet is quite up to the high standard of its head styles and mechanical makeup, for that has been mentioned before; but, besides showing a couple of

The Chilton Times.

Entered at the Chilton Postoffice as second class mail matter.

Published Every Saturday at Chilton, Wis., W. A. HUME, Publisher.

CIRCULATION 2400 COPIES.

TERMS TO SUBSCRIBERS:

ONE YEAR . . . . . $2.00
SIX MONTHS . . . . . 1.00
FOUR MONTHS . . . . . .75
THREE MONTHS . . . . . .50

$1.50 A YEAR IN ADVANCE.

All changes in advertising must be in by Tuesday evening, to insure a change

CHILTON, WIS., MARCH 31, 1917.


Easter Display of Women's Outer Apparel

Printzess

Every woman will want to look her best on Easter Sunday—the great dress-up day—the day when milady joins in the great fashion promenade. In order to look her best she must select garments that are distinctive—that show originality in every line

Louis Koller & Son


"One Country, and One Flag"

Brother Huntz's fine ads (Exhibits 11 and 12) I want to call particu'ar attention to the neat subhead appearing in this sheet, a matter that is often neglected, or sadly bungled, in home weeklies (Exhibit 13). Practically all essential information is given here, and the entire creation is neatly and tastefully gotten up.

# DIRECTORY OF ASSOCIATION OFFICERS

As changes are made, and new officers elected, Secretaries will aid the cause of organized Association effort by sending the information to the NATIONAL PRINTER-JOURNALIST, the official organ of the National Editorial Association.

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Friend W. Richardson, Berkeley, President; Paul W. Moore, Redlands, Secretary; Oran A. King, Jackson, Treasurer.

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MIDDLE TENNESSEE PRESS ASSOCIATION:
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WISCONSIN DAILY LEAGUE:
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WEST TENNESSEE PRESS ASSOCIATION:
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# Official Report of Proceedings National Editorial Association

## Minneapolis, Minnesota, July 9, 10, 11, 12, 1917

### By George Schlosser, Secy., Watertown, S. Dak.

The National Editorial Association in its regular 32nd Annual Convention was called to order in the Convention Hall, West Hotel, Minneapolis, Minnesota, at 9:30 A. M., July 9th, 1917, President E. H. Tomlinson of New Jersey presiding.

Invocation was offered by Past President B. B. Herbert of Illinois.

The regular order of exercises opened by the introduction of Mr. L. F. Blyler, Chairman Committee on Conventions and Publicity, Civic & Commerce Association of the City of Minneapolis, who welcomed the Association to the city, saying in part:

Ladies and Gentlemen:—I wondered why I was placed first on the program and I have been thinking the matter over, and when you learn that I am a gas man, perhaps that will explain matters. We certainly deem it a privilege to entertain this convention, but owing to the times and what is ahead of us, and the fact that conventions are not being held in very large numbers, we perhaps might better call this a business meeting, a getting together of the men that tend to mold public opinion; impart all of the information regarding the activities of the government, and while you have a job before you to notify the men who are being conscripted, it won't be long before you will be telling us of the happenings in Europe, Belgium, France and England and the whole world depends on the information imparted by you.

People, that story about St. Paul appearing in the Bible and Minneapolis being left out is all a joke. The cities are working together to their mutual benefit. . . .

"You have had a number of interesting things arranged for your entertainment and you are going to have a good time. You will find nothing lacking in Minnesota and Minneapolis hospitality. You will find in this state that we have around ten thousand Minnesota lakes and you will find black bass in all of them. Come to Minnesota and make this your play ground. Minneapolis, St. Paul and the great Northwest bids you welcome and we hope you will all want to come again."

Mr. Tomlinson next introduced Hon. J. A. A. Burnquist, Governor of Minnesota, who spoke in part as follows:

"Ladies and Gentlemen:

"I assure you that it is a pleasure for me to have this privilege of coming here this morning to express to you a few words of greeting on behalf of Minnesota. The preceding speaker has referred to many interesting economic and scenic features of our state. . . .

"We, of Minnesota, are proud of what we have here just as you are proud of what you have in the communities in which you reside. We boast of our natural resources, our great industries and our progressive people just as you boast of yours, but I am sure that tho we are loyal to our own states and proud of our own localities, we have within us a feeling of still greater loyalty to our common country, the United States of America, and that wherever we may live, we are today grateful that all of our states and territories are standing back of our national government, united as never before for the extension of Amercian liberties, for the liberation of oppressed people, and for the elimination of military tyranny.

"So we of Minnesota, the North Star State, representing one of the forty-eight stars of our common flag, extend to you a most cordial welcome. We hope that while you are here, you may receive much enjoyment from your visit. We appreciate very much the honor your visit confers upon us. We are greatly pleased to have you with us for we realize that in the editors of our nation, in the newspapers that they represent, in the ideas that they promote, and in the public opinion which they create are to be found the greatest democratizing force in existence and therefore our greatest hope for the future peaceful union of the peoples of the earth."

Following the Governor's talk a local quartet entertained the convention with two selections.

President Tomlinson next introduced Hon. Thomas E. Van Lear, Mayor of Minneapolis, who spoke in behalf of the city. In part, he said:

"In spite of the agony of our time, the world, it seems to me, is a more satisfactory place to live in than it has hitherto been. For this I believe Tennyson has stated the best reason in these words, 'The individual withers but the world is more and more.'

"A strange force has arisen in the world to teach men a new answer to the question, 'Am I my brother's keeper?'

"Thru a century and more of rampant individualism, the answer most commonly given to that question has been, 'No, every man for himself and the devil take the hindmost.' The time had not come when the commandment that men love one another could become a reality in the lives of men. Slowly but surely, however, men learn that each must be his brother's keeper, not only for the sake of the brother but for his own sake as well. Nor has it been thru the preachments of the preachers nor the thunderings of the moralists that men have

learned their lesson, but thru the new force of which I speak, the modern machine of industry. Around this machine men touch elbows. Here they learn the common pain and the common failure. They hear the insistent cry for bread coming up out of the heart of life and they all understand that language. . . .

"Broadly speaking, the program of those who hold industrial control is to buy labor cheap and to sell the products of labor dear. One needs to be only superficially familiar with the offerings of the influential press in America to understand how fully it furthers this program. A strong militaristic order is desired by the industrial lords of America. Every measure proposed for the strengthening of militarism here, however little it may accord with the ideals of democracy, has received the unequivocal support of the great press. It is observable, however, that the proposals for national food control or for the discouragement of exhorbitant profits to railroads during the war crisis, does not fare so well at its hands. For instance: When the munitions makers of America offered their goods to the government at a ten per cent profit, thus sacrificing, as they stated, the difference between this ten per cent and the thirty per cent which they could command abroad, the press sang loud paens in praise of the patriotism of the munitions makers. Later when these munitions makers tried to dodge payment of the war taxes, the press for the most part soft-pedaled again. One of the most influential of our local dailies gave what would amount to a paragraph of news space in an obscure position in its pages to this tax dodging story, tho it was news which would be eagerly read by a majority of citizens. No editorial comment on this breach of patriotic spirit on the part of the munitions makers has yet appeared in the local press.

"I have come before you with grateful appreciation of your invitation to be here and what I have said I hope you will accept rather as an analysis than as a criticism. For many years my political effort has been directed toward securing the social control of our industrial processes and the production of goods for use and not for profit. In the meantime I blame no man and no group of men for acting as they must act in the premises in order to protect themselves. My contention is that we must change the conditions under which men are called upon to work. I think I am quite safe in saying that there is no person within the sound of my voice who does not chafe at the restrictions which surround his work, who does not feel the unjust handicap which powerful business interests are able to impose upon the honest efforts of publicity men. I but repeat what I have said before in another form when I say that there can be no freedom of any sort until the opportunity to get bread is free. The masters of bread are the masters of life and of everything incidental to life. We do not need a new kind of newspaper man so much as we need full freedom for all newspaper men. We do not need a new kind of teacher in our schools so much as we need to abolish the privilege which gives us powerful interests that are injured by teaching of the truth. We do not need ministers with a new call to grace and truth as much as we need an order of society under which no man shall be permitted to tell our ministers that they dare not preach the gospel of Jesus Christ unless that gospel conforms to the interests of those who are willing to play the part of money changers in the temple."

## ASSOCIATION PLEDGES LOYALTY

Following the address of welcome on behalf of the City of Minneapolis by the mayor, and while the local quartet was arranging to favor the convention with more music, Past President Lee J. Rountree offered the following resolution in the form of a message:

Hon. Woodrow Wilson,
President, United States,
Washington, D. C.

The National Editorial Association in annual convention assembled desires to express to you its supreme confidence and patriotic support in crisis of our Republic and expresses belief that you will safely lead our nation to victory in the present war. We urge every patriotic and loyal American citizen to give you their unqualified support, pledging mutually "our lives, our fortunes and our sacred honor" as the forefathers gave when the Republic was founded. With an abiding faith in our great earthly destiny as a nation of righteousness we look for co-ultimate and complete triumph of our army and navy on land and sea.

(Signed) Lee J. Rountree, Texas.
Homer Harwood, Michigan.
Edward Albright, Tennessee.
J. C. Brimblecom, Mass.
Geo. E. Hosmer, Colorado.

A. B. Bragdon of Michigan supported the motion and the same was unanimously adopted, the President and Secretary being directed to forward the same to the President of the United States at once.

## PRESIDENT OF MINNESOTA EDITORIAL ASSOCIATION WELCOMES EDITORS

Mr. Tomlinson next introduced President Fred Hadley of the Minnesota Editorial Association who welcomed the National Association in the following language:

"Mr. President, Ladies and Gentlemen of the National Editorial Association:

"It is my distinguished privilege to welcome you to Minnesota on behalf of the Minnesota Editorial Association. Minnesota is one of the very richest states in the Union. To prove that fact I merely have to state that there are 649 legal newspapers in Minnesota. We who live in Minnesota are proud of our state, from the pine clad region along the Canadian border to the fertile corn fields of the south. We are proud of our iron mines which are the greatest in the world; we are proud of Duluth which is the second largest port in the world in point of tonnage shipments, being second only to New York; we are proud of our flour mills whose product is famous even beyond the seven seas; we are proud of our Twin Cities of Minneapolis and St. Paul which are rivaled only by the Siamese twins of by-gone circus days; we are proud of our 10,000 lakes, our green valleys and wooded hills, our sturdy progressive citizenry which has made this a great commonwealth—but we are proud today of the fact that you, the members of the National Editorial Association, have honored us with this visit. We trust that you will find your stay here both pleasant and profitable; that you will enjoy yourselves and find us not lacking in hospitality, and that you will some time in the near future honor us by again designating a Minnesota city as your convention place."

President Tomlinson announced that Past President J. Clyde Oswald of New York City, who was on the program to respond to the very cordial welcome extended the association on the part of Minnesota representatives, was unable to be present and in explanation of his absence, Mr. Tomlinson read from a letter just received from Mr. Oswald, as follows:

"I find an order from the First Battery of the Veteran Artillery Corps, of which I am a member, directing me to report for camp duty July 7. Therefore, I must reluctantly forego the pleasure of attendance at the National Editorial Association Convention at Minneapolis, which fact I greatly regret."

In view of the sentiment expressed by Mr. Oswald, I have asked Hon. Guy U. Hardy, Canon City, Colorado, to speak for the National Association.

**Response to Addresses of Welcome by Guy U. Hardy**

"Mr. President, Ladies and Gentlemen: It seems to me that the response to the addresses of welcome is the appendix to the program that might be removed painlessly and without much harm to the patient.

"There is so little that one can say except 'Thank you and much obliged.' Thank you for the royal welcome you have given us and much obliged for the handsome compliments paid to the press.

"You cannot look a gift horse in the mouth. We must take the program as it is handed to us. We cannot discuss the address given by our hosts. I do want to say, however, that in so far as Mayor Van Lear's remarks refer to the beauty and grandeur of the matchless scenery of Colorado I agree with him quite heartily. Further than that I need not go.

"This National Editorial Association is a sort of Travel Club for the study of geography. Your impressions of the different sections of the country are dim until you have visited them. So we are learning of our country by visiting its different sections. We are building a map of memory. As the little child takes the sectional map of the country and builds it up by putting the sections together, a state here and a country there, so we

are building up this map of memory. We have visited recently and have put in this memory map Oregon, Washington and Alaska; Michigan and Canada to Quebec, New York, New Orleans and Panama; the states of Texas, Colorado, California and the Dakotas. And now we have come up here to see Minneapolis and Minnesota and to place this beautiful new section in our memory map.

"We like your singers and your scenery. We are charmed with your picturesque rivers and lakes, your green hills and fertile fields. We are surprised at the magnitude of your industries and the importance of your cities. We are delighted with your open hearted hospitality.

"We thank you for what we have seen and all you have promised us. We are glad we came and we hope to come again."

Mr. Tomlinson called Vice-President Hotaling of Minnesota to the chair.

Mr. Hotaling on taking the chair introduced President Tomlinson who gave his annual address.

Past President Rountree, at the conclusion of the President's address, moved that the same be referred to a special committee on distribution.

Presiding officer, Mr. Hotaling, named the following committee:

G. L. Caswell, Iowa.
Homer Harwood, Michigan.
Herman Roe, Minnesota.

President Tomlinson resumed the chair.

Frank J. Meyst, in behalf of the Committee on Entertainment asked the privilege of making a few announcements after which he offered the following song which was sung by the entire membership, lead by the local quartet:

**The Dear Old Flag**

Tune—"The Old Gray Mare"

The dear old flag, she's just what she used to be,
Just as she ought to be, just as she'll ever be,
The dear old flag is just what she used to be.
Many long years ago.

Many long years ago, many long years ago, D.C.)

The brave old flag, she'll float over land and sea,
Emblem of Liberty, fearless of Germany;
The brave old flag is just what she used to be,
Many long years ago.

Many long years ago, many long years ago, D.C.)

Dean Walter Williams at the head of the School of Journalism, University of Missouri, and one of the Past Presidents of this Association being next on the program and not being able to be present, his remarks will appear among the other papers read elsewhere in the proceedings of this meeting.

Geo. A. Hubbell, President of Lincoln Memorial University and publisher of the Mountain Herald, Harrogate, Tenn., was next introduced and spoke on "The Press and the School."

The hour of adjournment having arrived, the President named the following special committees to serve during the convention, and announced that the meetings would convene promptly on the hours as provided in the program:

Committee on Resolutions:
Hon. W. A. Johnston, Texas.
Hon. G. W. Wagenseller, Pa.
Hon. J. H. Waggoner, Wis.

Committee on Necrology:
Past Presidents—
Herbert, Junkin, Hosmer, Rountree and Dowdell.

**Tuesday Morning, July 10, 10 A. M.**

Meeting called to order by President Tomlinson.

Miss Hall presided at the piano and lead the convention in singing "Columbia, the Gem of the Ocean."

Mr. Tomlinson:

"In the absence of one of our most notable men and one of our hardest workers, Mr. F. O. Edgecombe, of Geneva, Neb., I have asked Mr. Childress of Illinois to read his address for him."

Mr. Tomlinson:

"We will now hear from the President of the Iowa Press Association, Mr. S. G. Goldthwaite, Boone, Iowa, after the trial for a period of eighteen months, on "The Value of a Field Secretary."

Mr. Tomlinson:

"We will now proceed to the next paper on the program, "Finding the Cost for the Ordinary Newspaper Office." Not only in this profession, but all others in order to get at the direct selling price, we must know the cost. We do not know nearly as much as one of our pioneer members, J. Roy Williams, but as he is unable to be here, he has sent his paper by Mr. Bronson, who will read it for him."

Convention joined in singing "Marching Through Georgia."

Mr. Tomlinson:—"While the figures given us by Mr. Williams seem phenomenal, I do not believe that there is any newspaper publisher who has not found them much higher than he expected. If there is any such person, I have failed to hear about it.

"A great many newspaper publishers leave the grind because they cannot stay in it. One has left it because he made so much out of it. I presume you all know him, N. A. Huse, formerly of Nebraska, but now Vice-President of the American Press Association, New York, who will talk to us on "Getting General Advertising."

MR. FRED E. HADLEY

President Minnesota Editorial Association; Publisher Enterprise, Winnebago, Minn., who welcomed the delegates to the N. E. A. Convention.

Mr. Tomlinson:—I am sure that Mr. Huse has told us things we have already heard, but so far have been unable to bring about, but a few of the publishers of America at least keep right on driving it in until it gets where it is needed."

Singing of "Dixie" by the Convention lead by Miss Hall.

"The School of the Newspaper Man," Mr. Laurence A. Rossman, a large subject by a large man, was the next number on the program.

Mr. Hotaling announced that the weather would not interfere with the automobile trip for the afternoon and that the badges were there and ready for distribution when members left the hall.

Meeting adjourned until the next regular session this evening.

**Tuesday Evening's Session**

Tuesday evening's session started promptly at 8 P. M. and opened by the singing of "America" lead by Miss Hall.

Mr. Tomlinson:—"I received this afternoon for the association, a telegram from the American Newspaper Publishers Association which you know is the association of metropolitan papers. Perhaps on account of the importance of the subject you would like to have me read it to you.

The telegram covers paper situation and was, on motion after reading referred to the legislative committee with power to act in behalf of the association.

Mr. Tomlinson:—"Out in Indiana there is a gentleman who knows how to run a small country daily paper. We will now hear from W. W. Aikins on "Some Elements of Success of a Country Daily."

Mr. Tomlinson:—"I think you have the same opinion about him now that I have.

Mr. Tomlinson:—"In the many difficult problems that come up in my office that I do not know how to meet, I take the viewpoint of a certain woman and sometimes I get that viewpoint without seeking it. This firmly convinced me that one of the best things that I have done for this convention is to bring to this convention 'The Viewpoint of a Woman.' We will now hear from Bess M. Wilson Redwood Gazette, Redwood Falls, Minnesota."

J. C. MORRISON

Proprietor Tribune, Morris, Minn., Chairman Advertising Committee N. E. A., who presented a most important report.

### Reports of Committees Presented

Mr. Tomlinson:—If there is one thing that I have learned or rather have become sure of in my work as President of this Association, it is the fact that the future of the publishers of the United States depends on better organization and I have therefore arranged for a Symposium upon the subject, 'Plans for a Closer Union of State and National Organizations," in the hope that we could bring out some plan by which that would be brought about. Neither of the persons assigned for this discussion are present but I understand that Mr. Swain has prepared a paper which is full of valuable suggestions which Mr. Hosmer is prepared to read."

Mr. Hosmer:—"It seems to me that it would be better to have the reports of the Advertising and Legislative Committees and have this brought up after the report of the committees.

Mr. Tomlinson:—"We will hear from Mr. James C. Morrison, Chairman of the Advertising Committee."

Mr. Morrison:—"Every speaker at the convention who has said anything about the development of foreign advertising has dwelt upon the necessity of wide reaching reform in the matter of advertising rates.

"Rates must be compensatory, they must be fair to the advertiser and publisher, they must be absolutely dependable, and they should be reasonably uniform for similar service. To bring about greatly needed improvement in rates, the Advertising committee has been at work the past year, and will extend its work the coming year to all state and district associations for the purpose of having its schedule accorded general recognition.

"These recommendations do not apply to local advertising, which is necessarily subject to local conditions.

"Realizing that the rates of country papers for foreign advertising now in vogue have been generally fixed at haphazard, with little consideration of costs to the publishers or value to the advertisers, the Advertising committee of the National Editorial Association has, with its sanction, been seeking to bring about more uniform and adequate rates, taking into account circulation and service.

"In view of the fact that many publishers find it necessary at this time to revise their rates because of the prevailing high costs, the committee recommends these rates as justified for foreign advertising under present conditions and which it believes are at the same time fair to advertisers.

"It recommends for Home Print Papers, guaranteeing circulation and rates, the following GROSS rates per inch, based on circulation, as set forth:

Up to 800, Weeklies, 14c; Dailies, 12c.
Up to 1200, Weeklies, 16c; Dailies, 13c.
Up to 1600, Weeklies, 18c; Dailies, 14c.
Up to 2000, Weeklies, 20c; Dailies, 15c.
Up to 3000, Weeklies, 24c; Dailies, 18c.
Up to 4000, Weeklies, 28c; Dailies, 21c.
Up to 5000, Weeklies, 32c; Dailies, 24c.
Up to 6000, Weeklies, 36c; Dailies, 27c.

The above rates are all GROSS rates, which the publisher will quote to all inquirers. From the gross rates the agency's commission will be allowed to recognized advertising agencies and an additional commission to his special representative.

Composition 5c an inch, net, extra.

The above papers we designate as Class A papers.

Papers of unguaranteed circulation, both weeklies and dailies, 10c.

These papers we designate Class B papers.

We find some Class A papers so completely dominating their field, or for some reason so especially valuable for foreign advertising that they are entitled to such increase over the rates recommended for the usual Class A papers as the service they are able to give warrants.

These papers we designate as *A papers.

We recommend an absolutely flat rate because (1) it simplifies the placing of advertising; (2) advertisers and their representaives desire it; (3) those papers which have tried the flat rate recommend it.

We further recommend that all papers desiring foreign advertising guarantee their circulation and rates, as it will entitle them to the higher prices of Class A, which this committee proposes to aid them in securing, under plans it has in contemplation.

We are led to lay great stress on this point because we find much evidence that when advertisers are assured that circulation and rates can be depended on to be as represented they will more freely place advertising at the higher rates than at the lowest possible prices obtainable when there is a question as to the dependability of claimed rates and circulation.

We believe that all papers are entitled to the above rates and that they can be secured and maintained by combined effort.

In fact we know we can successfully uphold the proposition that publishers cannot give a service satisfactory to the advertisers without actual loss to themselves at lower rates.

Discussion followed, after which report was unanimously adopted.

Report of the Committee on Retired Newspaper Writers and Editors was called for. The Chairman, Mr. Aikens, not being present, the next member on the Committee, Mr. R. E. Dowdell, stated that he and Past President Rountree would later submit a report and ask the indulgence of the convention long enough to permit South Dakota, thru their representative, Hon. Chas. McCaffree, to present a proposition for the location of the home in Hot Springs, South Dakota, which he did, at the same time illustrating the location and surroundings by stereopticon views.

While waiting, the convention joined in singing the "Battle Hymn of the Republic," lead by Miss Hall.

Report of the Legislative Committee, by George E. Hosmer, Chairman, Denver, Colo., submitted as follows:

Mr. Hosmer:—"Organize, Coöperate, Economize and Stick Together.

"In June, 1916, when I, for the third time assumed the chairmanship of the Legislative Committee of the National Editorial Association, I realized that I had tackled a very hard job; that there was an immense amount of work to be done, but I did not realize the extent of that work. Ordinarily the work of the Legislative Committee has simply to do with legislation. During the past year, in addition to looking after legislation, this Committee has assumed the burden of attempting to protect the newspaper men, particularly those operating small establishments, from the greed of the print paper trust.

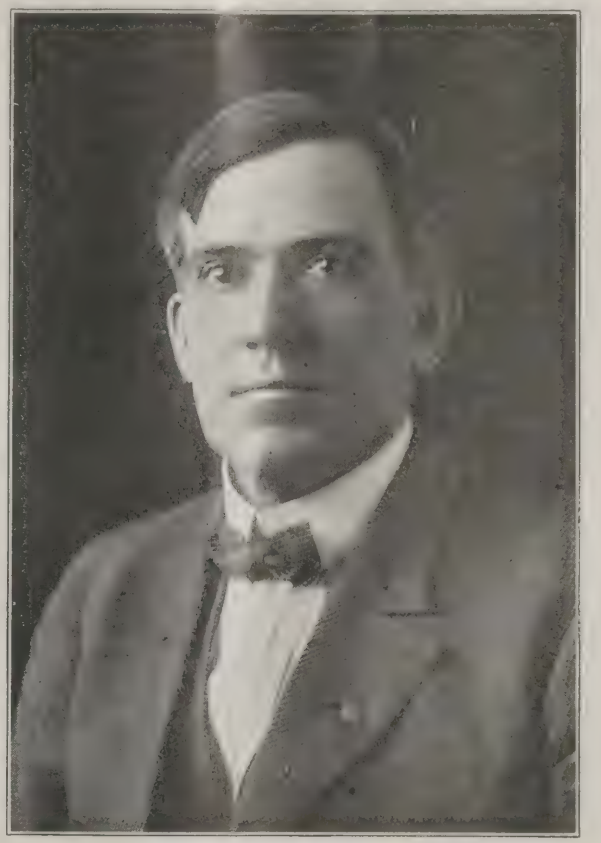
"Immediately following the New York convention of last year, I went to Washington and have been there three times since, looking more particularly after this feature of the Committee's work. I have now just returned from my final trip to Washington, where I consulted with our attorneys and with the Federal Trade Commission, as well as with a large number of members of Congress and Senators. I am firmly of the opinion that while we have had a hard battle with the print paper manufacturers and jobbers during the past 18 months, that we will have as hard a one for the next year or so, unless we persuade Congress to give the Federal Trade Commission power to fix prices and if necessary, to take over and operate the print paper mills of the country and look after the distribution of print paper.

"The investigation made by the Federal Trade Commission and by our Committee has clearly shown that there has been but a slight increase in the cost of the manufacture of print paper since 1915, and you all know the increase has been from 50% to 200% in the selling price. I am firmly of the opinion that but for the work that has been done by our organization and by the affiliated State and District organizations, and by the A. N. P. A., that we would now be paying at least an average of one cent a pound more for paper than we are paying. I know and you know that last December, the jobbers and paper dealers of the country were going about telling everyone that prices were to go up again pretty soon and that you would have to pay from 8 cents to possibly 10 cents a pound for print paper. I know that print paper was selling in November and December in car lots as high as 6 cents and in smaller lots at 7½ and 8 cents and in a few cases in very small quantities as high as 10 cents. I know that now the jobbers are selling even in the smallest quantities at material reductions therefrom. I know also that thru the efforts of the Federal Trade Commission, cars of paper have been distributed in over 20 states from the Atlantic Coast to the Rocky Mountain region at prices at least 25% under what the jobbers in the various territories were asking. In some cases this was done thru jobbers designated by the Editorial or Press Associations but in many cases it was done directly thru officers or committees of State and District organizations. And this leads me to the conclusion that coöperative buying is going to be vastly increased when normal conditions come again, unless jobbers change their tactics from the plan they have been pursuing.

"I would estimate that the work that has been done by this organization and by the various other Press and Editorial organizations of the country has saved and will during 1917 save the newspaper publishers of the country at least $25,000,000 over what they would have had to pay had the fight not been taken up by us a year ago.

"When this organization at its annual convention in June, 1916, authorized this Committee to take up the print paper question, we soon found that it was necessary to employ an attorney in Washington. For that place we selected Mr. J. Raymond Hoover, who has worked untiringly for our interests. Mr. Rountree, secretary of the Committe, spent several weeks in Washington looking after legislative affairs, as well as helping on the print paper situation. The work of the Federal Trade Commission on the print paper situation seems to me to be of such nature that it is the duty of this organization to get behind it in its efforts. I am certain that if every newspaper man here will get busy with his member of Congress and United States Senator at once, that legislation will be passed at this session of Congress that will stop the extortions of the print paper trust, by passing one or the other of the resolutions introduced by Senator Owen of Oklahoma, or Smith of Arizona, or something along this line. The indictment of several of the leading manufacturers of the American Continent for conspiracy in restraint of trade last April will eventually undoubtedly work out to the benefit of the publishers. Our Association assisted materially in furnishing evidence in this matter.

"The charge that is being made by a few newspapers thru its attorneys at this time that the Trade Commission has power and should issue an order to the print paper mills to desist from their present practices is a matter which should be carefully considered. The Trade Commission believes that it has pursued the right course and that with the Department of Justice prosecuting some of the chief offenders they are prosecuting, if actions were started by the Trade Commission against the same persons or companies some of the offenders might be given immunity.



GEO. E. HOSMER

Denver, Colorado. 30th President of the N. E. A. and Chairman of the Legislative Committee which accomplished so much for the publishers of America in the recent fight for recognition at Washington.

"It seems to me that what should be done is to give the Trade Commission specific power to fix prices and take charge of distribution. If that is not sufficient, give the Trade Commission power to take over the mills and operate them during the War period. We are now in a critical condition in this country and the pirates who have been holding us up on print paper as well as those who have been holding the people up on foods should be prosecuted and their privileges curtailed.

"There is no question but that the interests of the country demand that the publishers be furnished paper at a reasonable price and in sufficient quantities to meet their legitimate demands and yet we should economize in every way possible. If we can get out an issue of six pages, do not print eight; if our news features that are important and our advertising require but eight pages, do not print ten; and if you can crowd the matter into 12 pages, never print 16, just simply to show that you are printing a larger paper than your competitor. A statement was recently issued by a representaive of the Hearst papers, declaring that there would be an increased

tonnage of 1,500,000 tons of paper this year. A week later, he reduced that to 150,000 tons and that is considerably above the amount that will be produced in increased tonnage this year. While new mills have been put in operation that produce over 400 tons per day, machines have been taken off print paper that produce nearly as much and the best estimates that we can secure at the present time are that the production for 1917 will be just about the same as for 1916. I believe that if this question of production and distribution was in the hands of the Trade Commission we might increase the production. The manufacturers have been taking off machines in one mill as fast as a new one has been put in another one. There does not seem much prospect to increase the tonnage this year over last year to any material extent.

"Another measure which is before Congress which I would recommend that we get behind is the matter of the government establishing a paper mill at or near one or more of its forest reserves, where water power and timber are plentiful. If this were done the government would be furnished its own paper at a reasonable price and whatever surplus there was could be sold to the publishers at a small profit above the cost of production.

"Referring to the financial affairs of the Committee, I would say that I think for the little amount of money handled we have done remarkably well but I do believe it is essential that before this convention adjourns provision should be made for keeping of a good live newspaper man in Washington, as well as the employment of an attorney there to look after the legal ends of our work. As to the work done by Mr. Hoover, I would say that had there been money in the treasury I would have felt like paying him a fee of $2500 for the work he has done, for I know that he has earned that much. For several weeks, he devoted a greater part of his time to our affairs and during the entire year has devoted a considerable amount of time to our interests. As it is we paid him a $200 fee for looking after the affairs of the Committee up to December and agreed to pay him $400 more following that time up to the convention. This has all been paid with the exception of two or three pledges which were made by newspaper men at the meeting in Washingon at the time of the Trade Commission hearing in December. When they are received, his fee will be paid in full, together with some expenses which he incurred in attending to matters at New York and other points.

"As I started out with the statement, Organize, Cooperate, Economize and Stick Together, I want to commit these words to your careful consideration, for if we do not organize and fight for our rights, we are not going to get them; if we do not coöperate one with another to see that we are not being imposed upon, we are almost certain to be imposed upon; if we do not economize in the use of print paper wherever possible, we may run short; if we do not stick together and fight for our rights, they will be taken away from us by the powers that prey in the shape of the print paper manufacturers who have a gentleman's agreement that if Bill Jones is buying paper of Tom Smith Tom Smith is the one man that can sell him and therefore Tom can charge him whatever price he pleases.

"I know and other members of our Committee know of case after case where a letter was written to different jobbers and manufacturers to get relief from oppression and we found all of those letters reached the man from whom the publisher had been buying. We must get behind the Federal Trade Commission and help give them more power and they will help give us relief.

"As to the general legislative situation, the War conditions have prevented us doing a number of things that we had contemplated at Washington. The Government printed envelope situation stands just where it did, altho we have the favorable consideration of the Joint Committee on Printing and of most of the leaders of both sides of the House and Senate.

"The censorship question has been settled fairly satisfactorily as I see it in the legislation passed, and we must not misuse the privileges that are ours. Let us help the government by observing the voluntary censorship when asked and soon the muddle that some of the big newspapers are trying to stir up at Washington will be forgotten and everything will be moving along smoothly.

"As to the postage rate, the present provision of the revenue bill as is recommended by the Senate Finance Committee, provides for an increase of ¼ cent on all newspaper postage rates. Personally, I am in favor of the zone system with no increase for the first two zones and a graduated increase up to perhaps 3 or 4 cents a pound for the highest rate. As the House passed the bill the rates were too high. It does, however, seem to me that the fair basis for a postage rate is one that compels the publisher, if he sends his publication 2000 miles, to pay more than the man who sends his two miles. The provision in the revenue bill for taxation of 5% on profits of newspapers is an unjust tax. We are already taxed the same as all other business men on excess profits, if we make any. We pay our income and corporation taxes same as others. To add to that a tax of 5% on all profits over $4,000 seems to me to be an unfair provision. I am sure we all want to pay our just share of the war burdens but we do not feel considering everything that has been done by the newspapers and is being done, that an extra burden be placed upon us that is not placed upon all other business.

"Among those who have done exceptional work during the past year in aiding this Committee, I desire to mention Mr. Tomlinson, President of the Association; Messrs. J. H. Zerby and Ernest G. Smith of Pennyslvania; Frank E. Gannett, W. A. Gracie and H. H. Knickerbocker of New York; H. B. Varner of North Carolina; H. J. Blanton and W. M. Southern of Missouri; G. W. Marble of Kansas; J. J. Devine and H. J. Holt of West Virginia. These men, together with a number of others (as many as 40 or 50 in Washington at one time), have materially aided the Committee. Likewise the efficient officers of many of the State Associations. While they were not able to do some of the things the men specifically mentioned have done, they have aided very materially by having their Associations help bear the financial burden as well as by writing letters and sending telegrams when needed.

"Remember the words with which I started this talk,—Organize, Coöperate, Economize and Stick Together. Before we adjourn, let us devise the plan that will more closely align each State Association and each District Association with the National Editorial Association and provide a plan whereby sufficient financial resources can be secured to carry on the fight for the next year.

"I thank all of you for the help you have given me and look forward to the time when this organization will take its place as a business organization along with such important bodies as the American Bankers Association, the National Educational Association and others that have a reputation that is world-wide."

At the conclusion of Mr. Hosmer's report and to carry out the suggestions contained therein Mr. Hosmer offered for the approval of the convention, the following resolution:

"Whereas, for the past eighteen months there has been a determined and persistent effort on the part of the print paper manufacturers and jobbers to create a panic market for print paper, and

"Whereas, for several months they have succeeded in making the publishers believe that there was good and sufficient reasons for the extraordinary prices they were charging, but during the past seven or eight months it has been clearly demonstrated by the investigations of the Federal Trade Commission and by your Legislative Committee that there was, and is, no good reason for the large advances made, as the Trade Commission clearly demonstrated that there had been but a very slight increase in the cost of manufacture, therefore,

"Be It Resolved; That the National Editorial Association in convention assembled at Minneapolis, calls upon Congress to pass legislation immediately that will give the Federal Trade Commission power to fix prices and operate the mills and distribute the print paper manufactured in the United States during the period of the present war in accordance with the recommendations of the Trade Commission in its report to Congress. And further,

"Be It Resolved; That arrangements be made with the Canadian Government so that the print paper manufactured in Canada and shipped into this country shall also be handled by the Trade Commission in order that all the publishers of the United States may be provided with sufficient paper at a reasonable price."

Without discussion or dissention, the resolution was unanimously approved by the convention.

Mr. Brimblecom of Massachusetts offered the following resolution:

"Whereas, The members of the National Editorial Association are deeply interested in pending legislation before Congress of the United States, affecting rates of postage on second class mail matter, and,

"Whereas, It seems advisable to state the position of the country press on this important question, it is hereby

"Resolved, That this association as representative of the country press, hereby endorses the so-called "Zone" system of rates on second class of mail matter, and urges Congress to enact legislation based on this principle with a charge of not exceeding five cents per pound for the farthest zone."

The resolution as presented brought forth considerable discussion and finally, on motion of Mr. Morrison of Minnesota, action was deferred to be considered at another meeting of this session. There being no further business, the convention adjourned until 9:30, Wednesday morning.

**Session of Wednesday Morning, July 11, 1917, 10 A. M.**

Invocation by Dr. G. L. Morrill.

President Tomlinson opened the meeting with a few feeling words of deep sorrow at the sudden death of our beloved founder, Benjamin B. Herbert. In the course of Mr. Tomlinson's remarks he paid a glowing tribute to the life and character and work of this great and good man, expressing the sentiment of all present that it would be only just and proper that the association while bowing its head in sorrow give expression at this time at the sudden death of our beloved brother in brief and appropriate exercises. Carrying out the suggestion made by the President, the hymn, "Nearer My God to Thee," was sung by members of the convention, after which Dr. Morrill paid a tribute to Mr. Herbert in the following language:

BENJAMIN B. HERBERT—IN MEMORIAM

G. L. Morrill, Pastor of People's Church, Minneapolis, Minn.

"Life has just struck hard on death and in its sharp lightning we see the white still form of our friend, Benjamin B. Herbert.

"Last Sunday you unveiled a monument tablet for him at Red Wing—today the Mississippi river, on whose banks he has lived for so long a time, murmurs a sad requiem of the 'grand old man" whom God has immortalized in His book of eternal remembrance with, "Well done, thou good and faithful servant."

On this very platform, only two days ago, he rose to ask God's blessing on this National Editorial Association. I have just prayed that our Father in Heaven would comfort the bereaved wife and sons on earth who stand in this Gethsemane of grief with their arms empty and their eyes full of tears.

"I pause to say a few words in this brief memorial service—to place a forget-me-not on the new made grave of the man who was the founder and first president of this National Editorial Association.

"Pulpit and press are twin evangels to form, inform and reform. From the time I first met Mr. Herbert, when he put me on your program at Indianapolis, and in his happy introduction said, 'I discovered this man in Minneapolis,' I have loved him on account of his intrinsic worth.

"He was sincere and mirrored his sympathy as the lake does the drifting cloud about it. He was strenuous and believed there was something more in life than pious platitudes and driveling dreaming. He was spiritual and knew his God so well that he recognized his voice when He called.

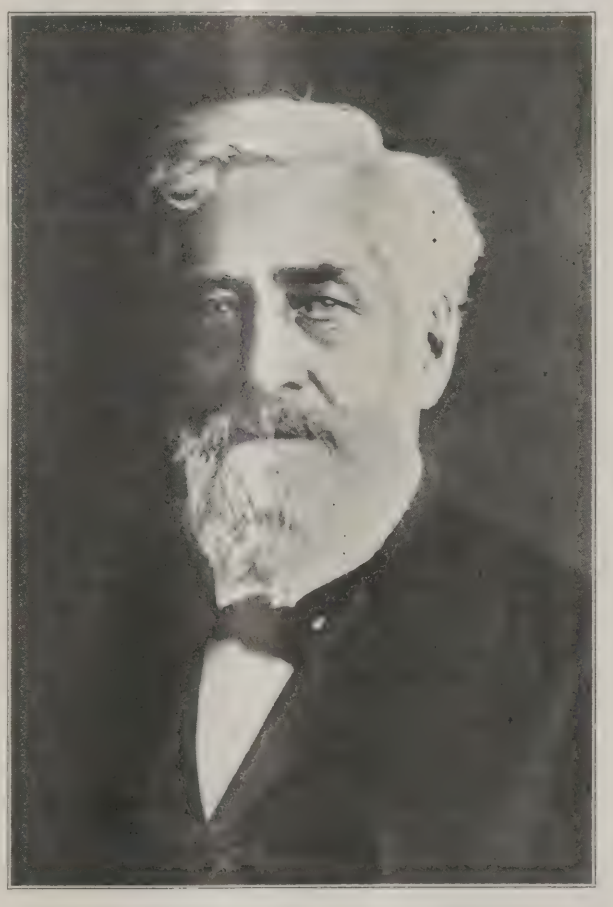
"This man, strong in character, has broadened and beautified every department of his life's work. In his home he was genial and gracious. In society he was sincere and sympathetic. As a business man he was clean and convincing. As educator or editor his words were newsy, truthful, clean, free, fearless and Christian. He was a good, a great, a gracious and a gentle man.

"No word of mine is necessary to make clear or lasting the memory of this splendid soul whose monument will not be in any sepulchre that holds his mortal remains, but in the many public and private deeds for which no marble is white enough or lasting enough to hold his name. Surely he has joined the 'Choir Invisible of those immortal dead who live in lives made better by their presence.'

"Our friend is dead and with trembling lip we ask the old question, 'If a man die shall he live again?' And the answer comes, 'Live again,' from the lips of nature, science, reason, revelation and the Redeemer, who clad in the beauty of the Easter Lily, says, 'Because I live ye shall live also.'

"His soul has not ceased to be. His splendid life here at best was only the sketch of a picture, the note of an angelic symphony, the alphabet from which the immortal epic of a Paradise Regained shall be written.

" 'Father' Herbert, we familiarly called him. As by the banks of the Jordan, when Elijah went up by a whirlwind into heaven, Elisha cried, 'My father, my father! the chariot of Israel and the horseman thereof—I pray thee let a double portion of thy spirit be upon me," and the mantle of Elijah fell upon him, even so we pray this morning, 'Father Herbert, God rest thy soul, may thy spirit influence our lives in this National Editorial Association, and may we meet each other at last in heaven's home where there is no sin, sickness ,sorrow, separation or death.' "



MR. BENJAMIN B. HERBERT

Born May 3, 1843. Died July 10, 1917.

Governor Brough of Arkansas was next asked to speak. The following are his remarks:

"Altho I did not have the pleasure of the intimate friendship and association with the heroic dead which was the good fortune of many of you, a day's association with Father Herbert served to reveal his many sturdy and noble traits of character. Born a poor farm boy in Illinois in 1843 by dint of perseverance and inflexible integrity, he established a great publishing business at Red Wing, Minnesota, became President of a useful seminary at Rochester, Minnesota, a member of the Board of Trustees at a great southern institution of learning and organizer of a substantial milling company in the marvelous northwest. Thirty-two years ago he founded the National Editorial Association at New Orleans in 1885 and was its President and guiding genius for ten years. He merits the stately eulogy of Senator Conk-

ling upon President Grant, 'Great in the arduous greatness of things done.' The South joins with her great sister, the North, in paying a sincere tribute to the memory of the boy of poverty, youth of adversity and man of virtue and honor who is mourned today by the birds of Minnesota as a friend of nature, by every American citizen as a friend of justice, and by every editor and publisher as a friend of truth. Both as an editor and an educator Benjamin Herbert was an exponent of that 'truth that shall make you free.'

"Who doubts that because of his long and useful life of seventy-four years 'well spent with virtue, truth well-tried and wise experience, Father Herbert is today vouchsafed in the editorial rooms beyond the skies, an 'immortality that o'er sweeps all fears and peals, like the eternal thunders of the deep, the words, 'Thou wast not born to die.'

"Peace to Father Herbert's ashes!

" 'The pedastal on which his greatness stands,
Is built of all our hearts and all our hands.' "

Past President R. E. Dowdell of South Dakota, was asked to say something on the death of Mr. Herbert and spoke as follows:

"Brothers and Sisters: The solemn sadness of the hour and the utterances of those who have preceded have so filled me with tender memories of him whose calling home has occasioned this service as to make it almost impossible to find language to pay just tribute to so worthy a soul. If our departed brother could have ordained the time and place where he should meet the final messenger, he would have willingly and gladly acquiesced in the decree of our father who issued the call and sent for the messenger.

"Twenty years of close acquaintance and fraternal fellowship with him who founded our beloved association have left its imprint upon my life as a newspaper man and established lasting ties of love, for who shall say that love does not live on forever. The reverend gentleman who preceded me asked 'If a man die, shall he live again?' If our brother were here to answer that question, he would answer it as did one of America's greatest citizens recently when he replied, 'If the father deigned to touch with the spark of divine power the cold and pulseless heart of the buried acorn; if he gives to the rosebush whose withered leaves are scattered to the autumn breeze the sweet assurance of another springtime, will he leave neglected in the earth the soul of man after it has paid a brief visit like a royal guest to this tenement of clay?' No, I am assured that there is another life as I am that I live today.

"Friends, every step from the cradle to the grave is a step toward death. We are making that pilgrimage; for our brother that pilgrimage has ended and he truly lives. How fitting it is that the messenger should have come to him here! In the city and state of his youth; that he should have had the joy and the pleasure of joining with the children of this association, who loved to call him father, in the dedication of a tablet expressive of their esteem for him. And how appropriate it is that that tablet should be dedicated in the home city of his boyhood days, where he first saw visions of the goal toward which his life was spent in journeying and which he recently so triumphantly reached.

"Was he a success in life? Measured by the grandest standard by which success has ever been measured; the best definition to the word ever applied as pronounced by the poet who said:

" 'Did you ever feel the pleasure
That comes from being kind
Or the joy of some unselfish act
That lingers in your mind?
Did you ever feel the tingle
Of self-respect that stirred
When you stood up nobly for a friend
And killed the slanderous word?
If so, you've tasted all the pleasure
That comes from true success
For success is being noble
Nothing more, nothing less.' "

"Friends, measured by that standard, the father of this association, Benjamin B. Herbert, our elder brother, measured up to man's fullest stature."

Mr. Brimblecom of Massachusetts offered the following motion: That the Past Presidents of this association present at this meeting be named as a committee to prepare suitable memorial resolutions.

President Tomlinson acting upon the suggestion announced the names of the Past Presidents present.

President Tomlinson announced that the next issue of the association daily would be a memorial edition and named Messrs. Herman Roe and Guy U. Hardy as a special committee to prepare the matter. The President announced further that Mrs. Herbert, occupying apartments in this hotel should be visited by a representative body of ladies from this association and thereupon named Mrs. Hotaling, Mrs. Rountree, Mrs. Hardy and Mrs. Tomlinson as such committee.

Mr. Tomlinson: "We have been honoring our distinguished founder, Father Herbert, but we can pay no more lasting tribute to his memory than to build on the foundation which he has provided a great organization that shall stand thruout all time as a monument to his memory and for the everlasting good of the profession in which he has devoted all his life and energy. And I hope before this Association adjourns it will provide some means to carry out these suggestions and perpetuate the association and I trust that you will, in returning to your homes, dedicate your efforts among your fellow associates in carrying out the idea which I present."

The impromptu memorial exercises were closed by the singing of "Lead Kindly Light."

Mr. Frank B. White, managing-director, Agricultural Publishers Association, Chicago, Ill., spoke on "Greetings from Kindred Organizations."

Mr. Brimblecom was next on the program and read his paper entitled "Issuing a Successful Suburban Weekly."

Mrs. Pearl Cashell Jackson, Texas Woman's Press Association, Austin, Texas, was next introduced by President Tomlinson and spoke on "How the American Newspaper Woman Can Help the Red Cross."

The following poem was read by Edwin Funk of Arkansas expressing appropriate sentiment at this time:

### LET'S PAY TILL IT HURTS

We speak of the dead in hushed, low tones
And honor them where they lie,
But what of the men with shattered bones,
Of the brave who cannot die?
Under the smoke black sky at night,
With scarcely breath to pray,
Men of your kind who fought your fight
Then pay and pay and pay!

And who shall send to the brink of hell,
Where the wounded gasp and die,
The rose red banner waving, tell,
Say who, but you and I?
And who shall hurry the ambulance down
Through the dawn of blood-red day,
But you my friend, and I? Go on
And pay and pay and pay.

Then give if it needs of your last red cent,
Aye, out of your meanest mite.
And rouse you out of your sweet content,
And hear ye the groans tonight!
For the half dead lie in the black shell scars,
With scarcely breath to pray,
And breathe their prayers to the mute, mute stars—
Then pay till it hurts, oh, pay!

—Jay B. Iden in Kansas City Star.

President Tomlinson next introduced H. H. Bliss, Secretary, Janesville, Wisconsin, who delivered an address on "Getting Advertising Thru the Wisconsin Daily League."

O. M. Levang, Levang's Weekly, Lanesboro, Minn., next gave an address on "Political Advertising, What Can We Do About It?"

Meeting adjourned until 8 P. M.

Wednesday evening's session opened by the singing of the "Battle Hymn of the Republic" by the Convention, lead by Miss Hall.

President Tomlinson then introduced Charles F. Hackett, New Era, Parker, South Dakota, who gave his address on "Country Correspondence, a Means of Securing and Holding Circulation."

Mr. Tomlinson: "In these days of preparedness, it

becomes second nature for all of us, but editorial people will be interested after the war is over and I am glad to introduce Mr. Edwin Funk of Arkansas who will talk to us on "Editorial Preparedness" in which I understand he was interested before it became fashionable."

Mr. Tomlinson: "We had the pleasure yesterday of hearing about the value of the Field Secretary. We will now hear from Mr. G. L. Caswell, Iowa Press Association's Field Secretary, Denison, Iowa, on "A Field Secretary's Observations."

The convention was next favored with three soprano solos by Miss Ednah F. Hall, the lady who so kindly led the music during the convention and to whom the association is greatly indebted.

Mr. Tomlinson: "We shall hear "What Schools of Journalism Have Accomplished and Should Accomplish" from Prof. W. P. Kirkwood, University of Minnesota, who helped in giving us such a delightful afternoon and evening at the State Farm.

Mr. Tomlinson called on Mr. Hosmer to read the address on "Plans for a Closer Union of State and National Organizations" by Alva A. Swain, Secretary Colorado Press Association, Denver, Colorado.

This paper was referred to the committee on the President's address for consideration.

Mr. Bronson of Oklahoma offered the following resolution:

"Whereas, The newspapers of the United States in this time of stress and war have devoted themselves unselfishly to the interests of the country and have not only exercised great care in imposing a voluntary censorship on themselves in order to prevent news of value to the enemy being made public but have devoted much valuable space and time to the spreading of patriotic propaganda entirely without remuneration, therefore,

"Be It Resolved, That we, the members of the National Editorial Association, feel it to be an injustice and a discrimination to impose an extra tax of 5% on the profits of newspapers and we earnestly urge upon Congress the elimination of this feature of the war revenue bill."

This resolution was adopted.

Meeting adjourned until the next regular session, at 9:30 A. M. Thursday.

**Session of Thursday, July 12th, 9:45 A. M.**

The meeting called to order by the President and convention joined in singing "America," lead by Miss Hall.

Mr. Tomlinson then read a telegram which he received from H. J. Blanton, President Missouri State Press Association, Paris, Missouri, extending his greetings and regrets at not being able to be here and deliver his address as scheduled.

C. M. Johnson President National Federation Implement and Vehicle Dealers' Association, Rush City, Minnesota, was introduced and addressed the association on "Working Together Along Community Building Lines."

Owing to the important business scheduled to come before the convention for the balance of the forenoon and the short time left for it, the gentlemen who have addresses to be given during the morning hour agreed to give them at some future session.

A vote of thanks was extended to Mr. Elmer Brooks who so kindly loaned the Everett grand piano which has been used at the convention and a rising vote was given Miss Ednah F. Hall for her helpful assistance in providing both instrumental and vocal music during the convention.

Committee appointed on the distribution of the President's address reported as follows:

"Mr. President:

"We your committee on the President's address beg leave to report that we have examined the same and commend it for its scope and wisdom. We especially commend the President's reference to the need for more efficient and general coöperation among newspapers of the country in order to effect a better understanding between them in their business interests, and this part of the address we recommend should be referred to the Executive Committee for serious consideration."

(Signed) G. L. Caswell,
Homer Harwood
Herman Roe,
Committee.

Resolution offered by Mr. Hotaling:

"Whereas, A certain section of the Federal Law providing for the copyright of photographs requires that any photographer may take photos of any subject whatsoever and have said photos copyrighted by depositing with the State Department a notice of his intention and by the payment of a stated sum of money and by marking said photos with his name and the copyright mark which consists of a letter "C" enclosed in a circle and provides a penalty of $200 for each and every violation of copyright, and,

"Whereas, This provision has worked to the great hardship of making the publisher of the New Ulm Review of New Ulm, Minnesota, liable in the sum of $2800.00 for violation of said copyright in a specific instance, where the violation was an act of ignorance and not of malice, and

"Whereas, The photographer in this said instance has brought suit to recover the said sum of $2800.00 for said violation, and said suit will be called in Federal Court in October, 1917, and

"Whereas, said copyright law may at any time work a similar hardship to any publisher of the United States because of the general character of the law which provides for no specific cases but covers every ordinary use of copyrighted photos, therefore,

"Be It Resolved, That this Association go on record as finding the said law inequitable and one which should be investigated at once, looking to an amendment which will provide for more equitable legislation, and that the publisher in the instance cited be advised and assisted to carry the case to the highest courts to settle the question of liability in his own behalf and in that of all other publishers of the United States."

Moved and seconded that the resolution be adopted. So ordered.

Report from Necrology Committee called for. Past President Rountree announced that B. B. Herbert was chairman of that committee, therefore the committee had not been called together but would report later.

Mr. Dowdell reported for the Committee on the Home for Retired Editors, in the following language:

"Our Committee beg leave to submit the importance of providing at an early date a home to be occupied by retired newspaper men and women. We, therefore, recommend that this entire matter be referred back to a committeee to be named by the President, whose duty it shall be to promulgate the plan and bring to the next convention a full report of their progress.

Among the states inviting the location of this national home are Texas and South Dakota, but the final decision will be made by the Press Association itself at some future meeting.

Several wealthy retired newspaper men have signified their willingness to make bequests to said institution and offers of real estate and buildings have been made and will be renewed in a more substantial manner as soon as proper hands are ready to receive the same, and it is hoped by the National Editorial Association that such an institution shall be permanently established in the near future."

Mr. Dowdell offered the following resolution:

"Whereas, Almost the entire so-called Christian world is at war and is questioning the onward march of civilization, we are optomistic enough to see arising from the strife the triumph of democracy, the attainment of a universal peace; the sheathing of the sword, the multiplication of the plowshare and the establishment of a closer brotherhood among the peoples of all the earth. In full faith in the accomplishment of the foregoing and devoutly believing that 'the pen is mightier than the sword,' therefore,

"Be It Resolved, That this association thru its President, name five delegates to attend the next gathering of the World's Press Congress and there join with other representatives from all parts of the World in outlining and presenting to the people of every nation, the desirability and benefit of that universal peace which will bring to an early fruition that brotherhood proclaimed by the Master nearly 2000 years ago: Thus ushering in the day when the plowshare shall displace the sword; when nations shall not rise up against each other and when man shall learn war no more."

This motion prevailed.

Mr. Dowdell:

"Whereas, This nation is engaged in a bloody war; her sons sent forth to foreign soil to join in battle with other nations against a tyrant ruler of a noble race, and

"Whereas, The justification for such an alliance is based on the final triumph of Democracy and its extension around the world to the end that government by force shall cease and that all the peoples of the earth may enjoy government by consent of the governed, and

"Whereas, Some of the foreign powers with which we are allied have not yet expressed their plans and purpose when peace shall have been declared, therefore, we urge the splendid men in whose hands rests the future of this republic, and to whom we pledge our full support, our property and our lives to obtain such a pledge from these nations with whom we are allied, and in whom the fathers and mothers of our land have sufficient faith to offer up the lives of their sons, to the extension of such a government they, too, stand pledged."

Above resolution unanimously adopted.

On the request of Governor Brough of Arkansas, Mrs. Belville was invited to the platform and read the following memorial in memory of Father Herbert:

### IN MEMORY OF COLONEL HERBERT

Mrs. C. W. Belville.

Noble and true he stood—a man—
Four square before a watchful world,
And with his pen, his voice, his life,
He fought injustice; and he hurled
A lance that hurtled thru the air
Against oppression everywhere.

His soul was high, his spirit pure,
We honored and we loved him, too;
God's man he was, sincere and clean,
In all things brave, in all things true;
Yet, in his strength, all tenderness
Toward the helpless and oppressed.

He fell as giant of the wood
That o'er its fellows towering high
May stand for years serene and tall,
Pointing a way toward the sky;
Then in an instant feels the stroke
As lightning fells the sturdy oak.

We mourn for him and yet we know
That as the sun goes down in the west,
The happy birds he loved so well
Will sweetly sing him into rest;
And so content our grief we tell
To Him who doeth all things well

And thus we leave him sleeping there,
And going on our separate ways,
Will carry from his spirit still
Something to help us thru our days;
And all our world will better be
For this one soul, so brave, so free.

### REPORT OF THE AUDITING COMMITTTEE

To the Members of the National Editorial Association: Your Committee to whom was given the task of auditing the books of the Secretary and Treasurer, beg leave to report that we have carefully examined the accounts of said officers and find same correct as follows:

REPORT OF TREASURER FOR 1917

| | |
|---|---|
| October 20, 1916— | |
| Received from W. R. Hodges Past Treasurer | $ 420.91 |
| Dec. 4, 1916— | |
| Received from Mr. Weispatten, dues | 2.00 |
| Feb. to June, 1917— | |
| Received from Geo. Schlosser, Sec'y (dues) | 248.00 |
| Mar., 1917— | |
| Received from Kansas Editorial Assn | 50.00 |
| June 24, 1917— | |
| Received from New Jersey Press Assn | 50.00 |
| July 9 1917— | |
| Received from Sec'y Schlosser, advance reservation funds | 233.00 |
| July 10, 1917— | |
| Geo. Schlosser, Sec'y (dues) | 266.00 |
| Total receipts | $1269.91 |

DISBURSEMENTS—Paid by Vouchers

| | |
|---|---|
| Oct. 27, 1916—B. B. Herbert, Proceedings | $166.20 |
| Nov. 8, 1916—Geo. E. Hosmer, Leg. Com | 35.00 |
| Nov. 11, 1916—George Schlosser, Postage | 34.00 |
| Dec. 12, 1916—E. H. Tomlinson, Printing | 35.25 |
| Jan. 25, 1917—Watertown Public Opinion | 7.50 |
| Feb. 15, 1917—B. B. Herbert, flowers account Moffett death | 5.50 |
| Mar. 15—J. Byron Cain, bond | 7.50 |
| Mar. 5—Watertown Herald, printing | 5.00 |
| Apr. 20—Geo. E. Hosmer, Leg. Com | 50.00 |
| May 19—Amanda Xanders, refund | 5.00 |
| May 24—Geo. Schlosser, postage | 35.00 |
| May 24—Watertown Herald, printing | 19.00 |
| May 24—Printing and Binding Co | 2.75 |
| Total Orders | $407.70 |

RECAPITULATION

| | |
|---|---|
| Total receipts, all sources | $1269.91 |
| Disbursements | 407.70 |
| Balance on hand | $ 862.21 |

Signed by Committee:
W. R. Hodges,
A. B. Bragdon, Jr.

Report of the Auditing Committe was approved.

Reports of other committees not being ready, convention proceeded with the usual order of business.

### NOMINATION AND ELECTION OF OFFICERS

Nomination and election of officers being the next thing on the program the President called for nominations for President.

Past President Lee J. Rountree of Texas was recognized and spoke as follows:

"The duty I shall perform at this time has already been reechoed in the hearts of every member of this association. At the close of our convention in Minneapolis and the great State of Minnesota it is fitting that I should speak the sentiments of all who are gathered here as the representatives of the States of this Republic in expressing our unbounded faith and confidence in one of the foremost citizens of this commonwealth. I shall place in nomination for the presidency, the highest office within the gift of the National Editorial Association, a man I love and one you love and honor. I have in the years gone by been with him in the deliberations of our association, have traveled with him from the Atlantic to the Pacific, from the Great Lakes of the North to the South Seas. In every walk of life and in every test of courage and fidelity I have found him to be a patriotic citizen, a friend true and tried, standing for the honor and integrity of our great profession, believing and upholding the truest and best principles that come from the souls of those who have been steadfast in the faith that enduring belief that makes civilization glorious, eternal and undying. You know the beloved name I shall suggest on this occasion. I can look into your faces and believe in the deep of my heart that whatever have been the contests in this convention there will not be a dissenting voice against the splendid leader and true friend, worthy and well qualified, Texas, the historic state of our Southland, has commissioned me to join with the splendid men and women of Minnesota and all the States of this Union, for there is no South, no East, no West, no North, but a united country, upholding our glorious flag, revering the achievement of our country, giving if needs be our lives, our fortunes and our sacred honor for its preservation and life, therefore I place in nomination for the presidency a man who stands unchallenged for the highest and noblest tenets bequeathed mankind, Herbert C. Hotaling, of Minnesota."

Hon. Will Wilke, President Northern Minnesota Editorial Association in supporting the nomination of Mr. Hotaling for the President, spoke, in part, as follows:

"Mr. President, Ladies and Gentlemen of this Convention: Colonel Lee J. Rountree, the gentleman from Texas, has touched the hearts of the fraternity with his message from the Lone Star State and recalls to me the fact that years ago the father of the association conceived the idea of organizing a fraternal brotherhood for the benefit of the publishers of America and carried it down the father of waters from Red Wing to New Orleans. As the twinkling of the Lone Star blends with the twinkling of the North Star this message is returned to us in the confidence, the spirit, the growth and the per-

petuity of this great organization. We of the North Star state have bestowed upon our good brother on many occasions grave responsibilities which he has carried with dignity and honor and we therefore love to see him honored by this distinguished body,

"He has been President of our state association. He is its treasurer, and he continues by his wise council and earnest efforts and coöperation with our executive committee to still guide its destiny.

"To make him the president of this association will, I know, but be continuing the honor which he so richly deserves.

"I have served with him in the trenches and have known him to meet reverses and disappointments that would overwhelm many and discourage most men but were to him only retarding for the time being. The purposes for which he contended and which he mastered with renewed energy and greater confidence. His encouragement to those who have come to him with their trials and troubles has enabled them to go away confident and full of hope, making life a success for themselves and others. The acts of kindness of this man whom we know and will serve you as your President as faithfully and earnestly as he has guided those of his home state, will bring us still closer together in the triumph of his wisdom.

"I therefore second the nomination of my friend and neighbor, and the friend of every newspaper man, the name we esteem, Herbert C. Hotaling."

Mr. A. B. Bragdon of Michigan spoke as follows:

"As a representative from the state surrounded by seas, the easiest to be found upon the map, for even a baby can find Michigan, I want to rise to the occasion of personal privilege and on behalf of the publications from Michigan to heartily support the nomination for the presidency of this great organization, the National Editorial Association, our beloved 'Herb' Hotaling of Minnesota. In my own home town where was fought the battle and occurred the massacre which gave to this great nation, the great northwest, of which Minnesota is a part, it affords me more than ordinary pleasure to move, Mr. President, that the rules be suspended that the Secretary be authorized to cast the vote of this association for Mr. Hotaling as President of this Association for the ensuing year."

Senator Jens K. Grondahl of Red Wing, Minnesota, also seconded the nomination of Mr. Hotaling. Mr. Grondahl said:

"It is my privilege to live in the city which our late 'Father' Herbert made the home for his activities for so many years and which place he loved above all other places. It is my great privilege, also, to publish the newspaper which he published when he founded the National Editorial Association. Since this great organization traces its birth to the city and newspaper that I have the honor to represent, it is proper, and it is an added honor, for me to second the nomination of the candidate for president who will be elected unanimously by us today. There is no newspaper man in Minnesota better qualified by experience, ability or temperament, or by his interest in the great work of this association, to serve as its president, than my good friend, Mr. Herbert C. Hotaling of Minnesota—and those who know the quality of Minnesota newspaper men also know that they are at least on a par with the best in the nation. Mr. Hotaling will, indeed, be a worthy successor to all the big and brainy men who have been at the head of the organization in the past, including our late beloved 'Father' B. B. Herbert. Yes, I take great pride and pleasure in seconding the nomination of Mr. Hotaling."

The nominations for President being declared closed, the Secretary announced the vote as having been cast in compliance with the instructions for Mr. Hotaling and he was unanimously declared elected to the position.

Past President George E. Hosmer of Colorado placed in nomination Guy U. Hardy of Canon City, Colorado, as Vice-President of this association.

Mr. Hodges of Minnesota then moved that the rules be suspended and that the Secretary cast the unanimous vote of this association for Mr. Hardy as Vice-President of this association for the ensuing year.

Instructions complied with by the Secretary.

Mr. C. F. Hackett of South Dakota placed in nomination as his own successor, George Schlosser for Secretary of this association. Senator Theodore Christiansen of Minnesota seconded the nomination.

Mr. Albright of Tennessee then moved that the rules be suspended and that the President cast the unanimous vote of this convention for Mr. Schlosser as Secretary of this association for the ensuing year.

Instructions complied with by the President.

Past President R. E. Dowdell of South Dakota placed in nomination J. Byron Cain of Kansas to succeed himself as Treasurer of this association.

Mr. Bragdon of Michigan moved that the rules be suspended and that the Secretary cast the unanimous vote of this convention for Mr. Cain as Treasurer of this association for the ensuing year.

Instructions complied with by the Secretary.

The following gentlemen were then nominated and regularly elected as members of the Executive Board for the ensuing year:

E. A. Albright, Gallatin, Tenn.
G. L. Caswell, Denison, Iowa.
A. B. Bragdon, Monroe, Mich.
E. L. Peterson, Dickinson, No. Dak.
D. Lamade, Williamsport, Penn.
H. H. Bliss, Janesville, Wis.

## PLACE OF MEETING CHOSEN

Mr. Bragdon of Michigan nominated Detroit, Mich., as the next meeting place. This was heartily supported by Mr. Harwood.

Hon. Walter Eben of Arkansas invited the convention to hold its next meeting in the State of Arkansas, naming Little Rock and Hot Springs as the cities in which to hold the convention.

Gov. Brough of Arkansas supported the nomination.

Mr. Albright of Tennessee presented Chattanooga as the next place of meeting.

Mr. C. F. Hatfield of Missouri presented St. Louis for the next meeting place.

Past President Junkin placed in nomination Miami, Florida.

Secretary Parish of the Convention Bureau submitted Omaha as a candidate for some future meeting.

The Secretary then announced the following cities as extending a most cordial invitation for the holding of the 1918 Meeting:

Chicago, Ill.
San Francisco, Cal.
Columbus, Ohio.
Hartford, Conn.
Cedar Point, Ohio.
Atlantic City, N. J.
Asbury Park, N. J.
Springfield, Ohio.
Niagara Falls, N. Y.
Washington, D. C.

The President named Geo. W. Wagenseller of Pennsylvania, G. L. Caswell of Iowa, and J. C. Morrison of Minnesota as tellers and a preliminary vote was ordered resulting as follows: Total votes cast 120, of which Arkansas received 66; Miami, Florida, 41; Detroit, 6; St. Louise, 6; and Chattanooga, 1.

The President announced that Arkansas, having received a majority of all the votes cast in the informal ballot, unless there was an objection, the ballot would be declared formal and Arkansas recognized as the place for holding the 1918 meeting of the National Editorial Association.

Mr. Johnson of Texas moved that convention adjourn subject to the call of the President for further consideration of resolutions and such other business as may be necessary to close the proceedings for the year 1917.

Motion prevailed and the convention adjourned.

## EXERCISES AT WILDWOOD AS GUESTS OF ST. PAUL, THURSDAY AFTERNOON

After a splendid box luncheon served by the St. Paul committee, the association was most cordially welcomed by the Mayor of St. Paul and the Secretary of the St. Paul Association.

The President responded in his usual happy manner on behalf of the association, after which the association further enjoyed a program in the beautiful park, of music swimming and dancing.

## SESSION OF FRIDAY, JULY 13

On board boat, pleasure steamer Hiawatha, as guests of Lieutenant Governor Frankson at 2 P. M., the hour being simultaneous to the holding of the funeral services

of our deceased brother, founder and Past President, B. B. Herbert, at Red Wing, Mr. Hotaling announced the holding of brief memorial services as follows:

Silent prayer.

Invocation by Mr. Pattee of Arkansas.

Song—"Nearer My God to Thee."

Memorial Tribute by Mrs. Pearl Cashell Jackson of Texas.

Memorial Tribute by Mrs. Hotaling of Minnesota.

Song—"Lead Kindly Light."

All united in closing by repeating the Lord's Prayer.

Report of Committee on Resolutions was read by Mr. Johnson of Texas.

Motion prevailed and resolutions, as read adopted.

President Hadley of the Minnesota Editorial Association stated that the words of welcome which were addressed to the editors by Mayor Von Lear were not representative of the Minnesota Press or Minnesota people and we do not believe that they are liars, thieves and corruptionists.

Mrs. Jackson, in behalf of the Association, assured Mr. Hadley that the members had not taken seriously remarks by the Mayor and on the contrary had enjoyed the many courtesies and hospitality of the citizens of Minneapolis and Minnesota.

## SATURDAY, CLOSING DAY OF CONVENTION

The final day's proceedings are so thoroly covered in a report published in the Minneapolis Journal, of July 15th, the Secretary gives the newspaper's version in full.

Saturday, July 14—The Minnesota state penitentiary rang yesterday with patriotic songs and with praise of Minnesota's achievement in prison building and management. The occasion was the visit in Stillwater of National Editorial Association delegates, who rounded out a full week in and about Minneapolis, following the closing of their annual convention here, Thursday, by two days of intensive sightseeing.

First in the chapel and later in the dining room of the prison, after appreciatively wrestling with "prison fare," the editors engaged in patriotic rallies. Inmates of the prison coöperated. The prison band played national airs and soloists in prison garb sang "America, My Country," "Let's All Be Americans Now," and "What Kind of An American Are You?" The prison musicians were loudly encored.

### See Prison Ball Game

Later the editors led the rooting for the prison ball team, which defeated a team from River Falls, Wis., 12 to 10, inside the prison walls.

Visiting editors, before leaving for their homes last night voiced enthusiastic comments on the hospitality of Minneapolis. In a week's time they touched all the "high spots" in and around Minneapolis. They went home laden with many good things to say about Minnesota prosperity and Minnesota hospitality.

Adoption of a report of the association's executive committee, made by Guy U. Hardy of Canon City, Colo., put the National Editorial Association on a new basis. With proper pushing, President H. C. Hotaling declared, the National Editorial Association can now be brought up to a membership of 10,000.

The report called for an amendment to the association's constitution, under which any local editorial association can join the national on payment of 50 cents dues for each of its members. The dues for individual members remain $2, but by joining en bloc state associations will get the cheaper rate, and hundreds of members will be added from each state so joining.

### Carried Unanimously

Mr. Hardy said the change would give the national association far greater membership and importance. The change was indorsed by L. J. Rountree, past president, by E. H. Tomlinson, the retiring president and by H. C. Hotaling, the new president, and it was carried unanimously.

President Hotaling announced the association standing committees as follows:

Legislation—George E. Hosmer, Denver, Colo.; Lee J. Rountree, Georgetown, Texas; Frank E. Gannett, Elmira, N. Y.; Geo. W. Marble, Fort Scott, Kan.; and J. C. Brimblecom, Newton, Mass.

Advertising—J. C. Morrison, Morris, Minn.; E. H. Tomlinson, Morristown, N. J.; G. L. Caswell, Denison, Iowa; George Wagenseller, Pennyslvania, and Sam P. Harben, Richardson, Texas.

Home for Retired Editors—Fred Arkens, New York; R. E. Dowdell, Artesian, S. D.; W. R. Hodges, Sleepy Eye, Minn.; Fred Pattee, Little Rock, Ark., and E. S. Bronson, El Reno, Okla.

E. H. Tomlinson, retiring president, presided over the session in the prison chapel, and after the singing of "America," paid his respects briefly to President Marion L. Burton of the University of Minnesota, who in a speech to the editors Monday charged them with giving war news too rosy a hue.

### Can't Be Pessimistic

"We have heard a good many pessimistic remarks since we came to Minneapolis," said Mr. Tomlinson. "But one cannot run a newspaper and be pessimistic. It may be that the war will last for five more years, and it may be that Germany will break tomorrow.

"Newspapers today announce it as a rumor that the Kaiser has abdicated. It is a rumor, published as such and not as a fact, but I call attention to the fact that first it was published as a rumor that the Czar had abdicated, and again that the King of Greece had abdicated.

"The Kaiser, the most arrogant ruler since Napoleon, will have abdicated in favor of the people of Germany by the time this war ends. Democracy then will reign supreme and peace will be over the earth, and the United States will be at the head of the nations of the world."

Lee J. Rountree of Texas, indorsed these sentiments. "Thank God I'm an optimist," he said, and predicted that the allied navies will sweep the Germans from the Kiel Canal as Dewey swept Manila Harbor. Then he turned the discussion to the Minnesota prison which had just been inspected.

"This institution," he said, "has given us a new view of the better life of men who thru misfortune have come behind prison walls. I knew Cole Younger, a former inmate of the Minnesota prison, and talked with him often. He talked to me frankly about prison conditions, when, as he said, men in the Minnesota prison had 'no chance.'

### New Principle Operative

But today thru humanitarianism you have established a better principle—that where there is a spark of manhood it should be given a chance. I congratulate the State of Minnesota on its achievement."

"We are glad to see," said Mr. Tomlinson in comment, "that after centuries the world is coming to see that the human derelict is still a human being."

"I believe we have the finest prison establishment in the whole civilized world," said Chairman Ralph W. Wheelock of the State Board of Control in extending the official welcome. "I am not a professional penologist but I am getting a hard grip on the fact that there are no criminal classes, that each problem is to be worked out on individual lines.

"We have done away with the term 'convict' and men here are spoken of only as 'inmates,' as in any other institution. You have seen us manufacturing twine and farm machinery, but we are turning out a third great product. We are taking broken down, misfit pieces of human machinery and turning them into men. To show our success I can say that they have put the quality in our prison products that enables us to sell them in competition with the world."

C. E. Vaslay, like Mr. Wheelock, a former newspaper man, made the second response for the Board of Control.

### Manufacture Men Also

"In addition to 17,000 pieces of farm machinery and 23,000,000 pounds of binding twine a year," he said, "we also manufacture men. If we couldn't do that we would have no excuse for this institution. Not vengeance, but love, pity and understanding are the watchwords here. It is not a newly discovered principle, but the concrete application of the principles taught by a great Teacher 2,000 years ago, to the treatment of men today."

Mr. Vasaly announced that one graduate of the Minnesota prison is now at the head of a big eastern railroad, and another is a lieutenant in the British navy.

Warden C. S. Reed announced that prison inmates in one day subscribed for $18,900 in Liberty bonds. He told of the system of pay for work, by which $80,000 was paid out last year. Most of it went to support of prisoners' families.

"No child is kept from school, and no wife or mother is left in poverty and destitution in Minnesota," he said, "because of a man being kept in prison."

He extended to the editors the welcome of inmates as well as prison officials and said that the men inside

the walls were "just as patriotic as the men who have a chance to fight."

### Gets Temperance Subject

R. E. Dowdell of South Dakota declares that one prison official yesterday had given him the text for a temperance sermon by a single remark. "He had explained how these buildings are being paid for out of the profits of the plant," said Mr. Dowdell. "We asked what would be done if it became necessary to erect new buildings 'If our state adopts prohibition,' he replied, 'we never expect to build any more prison buildings in Minnesota.' "

President H. C. Hotaling assumed the chair and made a brief inaugural address.

"The present is a day full of possibilities," he said. "The freedom of the press has been in the balance several times in the past few months."

He advised editors on returning to their homes to urge farmers to conserve their farm machinery, "as a big shortage of machinery is in sight and there may be difficulty in mustering enough to harvest next year's crop."

At a final session on the outside steps of the prison, while waiting for chartered cars for the return to Minneapolis, the editors adopted resolutions of thanks to E. H. Tomlinson, retiring president, and to the prison officials and inmates who had coöperated in the entertainment.

## REPORT OF COMMITTEE ON RESOLUTIONS

We, your Committee on Resolutions, beg leave to report as follows:

Whereas, the 32nd annual convention of the National Editorial Association held in Minneapolis, at the West Hotel, July 9-14, 1917, has proved a real genuine oasis in the desert of every day routine of newspaper work, and has proven instructive, entertaining and uplifting and one of the best conventions ever held by the Association, by reason of its elaborate program and its diversified entertainment; therefore

Resolved: That we gratefully appreciate and commend the generous services of the executive officers of our Association and their co-adjutors for the perfection of the excellent daily program for this convention; also for having completed arrangements for the exceptionally attractive excursion which was cancelled at a late hour by a sub-committee representing the official Railway National Defense Council, in which act, however—while confessing our keen disappointment—we resignedly acquiesce as an official expression of a pardonable preliminary precaution on the eve of our participation in the impending international military conflict.

We wish to thank the management of the West Hotel for the very satisfactory and efficient entertainment of the members of our Association and for the large and beautiful hall for the sessions of the Association and hereby make grateful acknowledgment of our appreciation of the excellence and attractiveness of the West Hotel for convention headquarters.

We desire to acknowledge our appreciation of the kindness of the management of the University Farm School, which, under the direction of Prof. W. P. Kirkwood, afforded such a delightful entertainment, the stock exhibit, the most sumptuous dinner and the splendid drama, "As the Twig is Bent," Monday evening.

Our thanks are also tendered to the entertainment committee, consisting of John L. Preisman, Chairman, Frank J. Meyst and John A. Carson, under whose direction the many enjoyable side trips were afforded the comfort and pleasure of our visit has been thereby greatly enhanced, and to these other princes of good fellows who are our hosts and whose guests we are: Civic & Commerce Association, The Minneapolis Journal, The Minneapolis Tribune, The Minneapolis Tidende, Svenska Amerikanska Posten, John Leslie Paper Co., Minneapolis Paper Co., McClellan Paper Co., Paper Supply Co., Printers Supply Co., American Type Founders Co., Barnhart Bros. & Spindler, Brown & Phelps, Meyer Engraving Co., Northwestern Metal Mfg. Co., Inter-City Paper Co., White & Leonard, Bureau of Engraving, Gydesen & Manders, Western Newspaper Union, Mergenthaler Linotype Co., The Intertype Co., The Linograph Co., Cleveland Folding Machine Co., Challenge Machinery Co., Miller Saw Trimmer Co., Queen City Printing Ink Co., Twin City Lines, Minneapolis Society of Fine Arts, Maxwell Motor Car Co., Overland Co. and Cole Automoblie Co.

We look forward with pleasure to the coming entertainment by the citizens of St. Paul for this afternoon and evening and to the scenic boat trip on the steamer, Hiawatha, Friday, as the guests of Lieutenant Governor Frankson. We also anticipate a most interesting and enjoyable trip Saturday to Stillwater as the guests of the State Board of Control at the State Prison.

Resolved. That we commend the Congress of the United States for their dissent from the double, triple and quadruple taxation of newspapers of the United States. They have already contributed many millions of dollars worth of space for the Government, without which, the draft registration, the Liberty Loan Bond sale and the Red Cross work would have proven a dismal failure. While the newspapers should bear their full share of the war debt, they should not be overburdened with unjust taxation, which in many cases would lead to extinction. An unburdened press is the greatest power toward success in any righteous cause, and more particularly in such a great cause as the liberty of the entire human race. We would therefore respectfully suggest to Congress and to executive officers of the Government that the very satisfactory tests of the patriotism of the newspapers have stimulated public opinion to demand for them the same recognition conceded all other industries, viz., remuneration for services required of them.

Whereas, The cost of print paper to the consumer is recognizedly extortionately high, therefore

Resolved, That we hereby respectfully request our Congress to enact as speedily as possible effective legislation for our relief from present burdensome conditions.

We courteously acknowledge the submission to us of drafts and suggestions for resolutions anent issues of recognized National moment other than those of primary concern for our Association upon which we have not taken action, inasmuch as the field for supposed consideration by this convention would be thereby but slightly covered, and subject it to more or less adverse criticism. We therefore respectfully commit to our Association the several manuscripts submitted to us.

W. A. JOHNSON,
GEO. W. WAGONSELLER,
J. H. WAGGONER,
Committee.

Resolutions referred back for consideration by the convention:

Whereas, We believe in the justice of political equality of women, be it

Resolved, That we favor the submission of the Federal Suffrage Amendment to the Legislatures of the several states in order that the women of the United States may become the political equals of those of Great Britain, Australia, New Zealand, Canada and the Scandinavian countries.

Whereas, Following the entry of this nation into the great world war for freedom and democracy, the country has been practically flooded by haphazard, misdirected and panicky statements made by irresponsible persons, with the result that quite a large portion of the buying public is hesitating when it comes to purchasing even the ordinary necessities of life, and a spirit of hysterical economy has resulted;

Whereas, Such talk and statements are not only injurious, but not in accordance with the facts as they exist; and

Whereas, Our business prosperity is founded on safe grounds with billions to be spent by the governments of half a score of nations, in this country during the coming months; and,

Whereas, our country, unprosperous, the business halting, money hoarded thru fear or false economy, it will be a hard task to keep food on the table and clothing on the back; and,

Whereas, Our country, prosperous, can pay war costs as they come, and have enough left over to aid our Allies; and,

Whereas, In order to insure the continuance of the present prosperous conditions of the country's business, to the end that it may be possible for the Government to more readily secure the greatly enlarged income required to vigorously and speedily prosecute the war, and to the end that none of the necessary activities of our commercial life may be curtailed during the war, be it,

Resolved, That the President of the United States be requested to exert his influence to encourage the holding

of all customary business and other conventions during the period of the War, and that the President and Secretary of the National Editorial Association in convention assembled in the City of Minneapolis, communicate this request in suitable form to President Wilson, Commander-in-chief of all American Industries, and D. Williard, Chairman of the Council of National Defense, Washington, D. C.

### BY-LAWS AMENDED

The Past Presidents acting in conjunction with the members of the Executive Committee present, offered an amendment to Article 1, by adding another Section which now makes the By-law referring to membership read as follows:

ARTICLE I.

Section 1. Any person connected with the Editorial or Business Departments of a newspaper, magazine or periodical, or any professional writer, may become an active member of this Association on written application, approved by the Secretary, and on payment of annual dues of two dollars ($2.00), unless otherwise paid thru co-ordinating associations.

Section 2. Any state, district, or local newspaper association or league whose qualification for membership conforms to Section 1 may join the National Editorial Association as a whole by subscribing to the constitution and by-laws and making annual payment of fifty cents ($0.50) dues for each member. Dues for co-ordinating associations shall be remitted at least once a year by the proper official of such co-ordinating association to the Secretary of the National Editorial Association. The remitting officer shall furnish a list of members paid and each person so certified to and paid for shall become an active member in full standing of the National Editorial Association.

Section 3. All active members attending the Annual Meeting of the Association or accepting the favors or entertainment provided at said Annual Meeting shall be required to pay a convention fee of not more than $5.00, as may be determined by the Executive Committee. No person shall be entitled to such favors, courtesies or entertainment unless he or she is an active member of the Association with all membership fees paid; or connected with or representing such active member; or a member of the family over twelve years of age, accompanying such active member and who has paid the required convention fee.

When submitted for approval the vote was unanimous on the adoption of the amendments proposed and until changed by a subsequent convention, membership will be governed under the above laws of the Association.

### RESOLUTIONS OF RESPECT

**Adopted by National Editorial Association, Friday, July 13, 1917**

Whereas, The Almighty Father in His divine wisdom having called the immortal life of our beloved founder of the National Editorial Association, Benjamin B. Herbert, from this life to the eternal life beyond the river, we bow in humble submission to His will and in our sorrow look with confidence to the Resurrection for the reunion that shall never end.

Whereas, In the City of New Orleans, in 1885, Father Herbert organized our association and for ten years was its honored president, giving his time, his labor and unselfish love to the great work, we here pledge ourselves to reconsecrate our energies along the lines of his great work where he wrought so well, and to that end it shall be our purpose to make it enduring.

Therefore, be it resolved, That this association has lost its most honored and loyal member; our country a patriotic citizen; the newspaper fraternity one of its truest and noblest leaders; the church and society a valued member, and the home circle its safe counsellor and devoted head.

Be it resolved, That we tender to his noble wife our deepest sympathy in the dark hour as she "passes under the rod," but we point to the precious promises in God's Word that he is at rest to meet in the reunion that will never end. To the family and loved ones we extend condolence, and ask them to look beyond the valley of the shadow of death and the tomb for comfort.

Resolved, That these resolutions be given a page in our record and furnished the family of our departed friend, counsellor and co-laborer, whose life has been filled with noble deeds and whose reward is safe and secure.

J. E. Junkin, Florida.
Geo. Hosmer, Colorado.
R. E. Dowdell, South Dakota.
Lee J. Rountree, Texas.

# Getting Advertising Through the Wisconsin Daily League

By H. H. Bliss, Janesville, Wis., Secy. Wisconsin Daily League

THERE are certain fundamental principles which have been rocognized as conclusive, and to attempt to thwart or abridge those principles would entitle the interested person to a padded cell or at least full space in the County Asylum. No one argues or questions the principle of the motive power of steam or the laws of gravity. These are fixed principles. The principles of business are fixed and are not to be changed by even the newspaper publisher, but as as class we shoot this principle full of holes in a wild attempt to exist without profit.

Is there any more pitiful spectacle than the store-keeper who gives away his stock of shoes or clothing or groceries to all those who may come and ask for them, without remuneration? That man is promptly rumbled off to the insane hospital for treatment; his affliction is deep-seated.

What difference is there between the act of giving groceries or other commodities without charging for them, and giving the space in your paper or impression from your newspaper without charge.

(I am speaking generally now because I know there are no publishers guilty of these things here.) What more imbecile action can you imagine that the poor publisher who listens to the frothings and mouthings of that benighted individual—the one who pats you on the back and tells you what a great savior of mankind you are as the editor, and then slips you a half to a column of stuff that indirectly or directly brings money back into his pocket. There is distinction, but not difference between the same shop-keeper and, shall I say, "nutty" publisher.

This is a harsh arraignment of the newspaper publishing business, but it is so true and there is need for so much quick action, that speaking in these times of extreme costs, it behooves every person who can settle down to real seriousness and sober thought, to think twice and then turn around completely on the old order of things and start fresh. Until the newspaper publisher can place a value and feel the worth of his own space; until he can guard that space so carefully and fertilize the seed bed of worth-while publicity which is represented in the inland newspaper, there is no use at all of attempting to pull the small paper business out of the slough of contempt into which it has fallen, and until the publishing business is lifted away from the laughing stock idea, the joke-smiths, etc.; until we can ourselves have faith in our own business, we cannot hope to take interest and really get down to business organizations and to business procedure. N. E. A. meetings are impressive and President Tomlinson is to be congratulated in his effort to bring into the deliberations something connected with the way of cash drawer business.

The Wisconsin Daily League eight years ago started with half a dozen or more live publishers. They came to see these things that I have spoken of, to appreciate the condition of the Wisconsin newspapers and the Wisconsin situation.

The metropolitan papers of Wisconsin had advertised the idea that they covered the state, so the publishers of the League decided this impression should be corrected—it is out of the question for any paper to substantiate the claim of state covering, which has been advanced so frequently by metropolitan papers the country over.

The League realized that the newspaper publisher must meet the advertiser half way and make the advertising in their newspapers a matter of as much ease comparatively at least, as is the placing of business in any other media of publicity. We decided that organization was the only solution, and in the years that followed there were times when we were discouraged, but we held to that basic thought and we have secured a great amount of business that has been given to us because our idea was rightly founded. We have made the investment of money as secure in our mediums as it is possible in any method of publicity. We realized we must pull down the barrier which lies between the advertiser or agent and the paper—by giving full information and rates.

The Wisconsin Daily League has found that the advertiser must be helped to distribution and by coöperation in practical ways and so by the production of commercial surveys of our various fields as suggested to us by Jason Rogers we discovered that the advertiser appreciated these things and was interested in the greatest medium of the masses—the inland newspaper. When the advertiser's representatives calls upon the newspaper publisher in the League territory, he is able to secure the information he desires, which is ready at the time of his business call on that particular city. Advance information has been sent by bulletin to the publisher so that he is ready.

The publisher coöperates with him to see that his stock is properly placed with the dealer and urges window display, etc. The League members have been active in coöperating with the kind of manufacturers that are worth helping. As a result, we have carried in the past few years, such accounts as Huyler; Gunz Durler Company; Collins, the Fox Man; Fox & Son; Bunte Brothers; Cocoa; Jones Dairy Farm products; Old Home Farm Products Company.

The League furnishes stereo plates and mats at near cost, and writes copy if the advertiser desires. The point of full service we find an attractive feature and one which the unsophisticated advertiser is interested in. There are many general advertisers undeveloped in every state and the wonderful story the League tells of coöperation appeals instantly.

Political advertising, especially those announcements for various state offices, etc., has become a large business in the League. The political parties of the state recognize the League as the quick medium for reaching a million of the state's best population, and the best part of it is that the business we develop does not question the rate. The service rendered is so stupendous that rate has no sting in it..

The League was instrumental in changing the advertising appropriation for the annual Wisconsin State Fair from the bill boards, and banners to the newspapers, so that now the state papers, both daily and weekly, are receiving practically the entire advertising fund,—a very sensible change for the state fair, too, by the way. Orders are just going out for this year—$35 is the usual allotment for daily papers. I could recite many experiences that would make you uneasy to get home to start some-

thing in your own state, because it means more money in the cash drawer.

There is another phase in the League work which has been profitable to the members. This last session of the legislature, our legislative committee was instrumental in having the law for legal rates amended so that it was raised from 60 and 35 to 75 and 50 per folio per insertion. We have been able to assist in having laws passed which helped the revenue of the newspaper. We have been able to have laws withheld that were aimed at the newspaper thru disgruntled politicians.

Our legislative committee is called to the capital many times to appear before committees—I think eight or ten times the past session just closed. We have helped advertisers whose sales in the state were threatened thru the enactment of law and thru some movement, the accomplishment of which would serve no useful or beneficial public purpose.

We coöperate with the state agricultural department and they in turn recommend that the manufacturers make use of newspaper advertising. It may be for instance, silos or land clearing apparatus, and we do get some business from it. The Du Pont De Mours Co. used 12 papers with a 10 inch ad 10 times and reissued again in as many more.

The Extension Division of University and the printers and publishers of the state work in conjunction, and the League has much to do with starting the movement to bring the weekly paper up to the standard thru the introduction of cost system, surveys by a field man, Mr. R. G. Lee, who will speak to you later and will tell you of the benefits derived not only to the individual publisher, but the newspaper situation as a whole in the state.

Our members are keen to place the League's claims for recognition as a state-wide publicity medium before prospects in their own communities. We have, in fact, come to be recognized as the Wisconsin medium for state-wide publicity, and this has resulted in quantities of advertising which come direct, because of this impression which has been created. The work is strenuous, but it pays. There are live publishers in every state that are facing the same problems that we have faced. The time is present to shake off the old lethargy and get into action. Other states have and are taking up these problems. What are you doing?

The League has been called upon for advice in the formation of a number of similar associations—some have been successfully conducted—have made business for the publishers, such as the Washington Association of Weeklies; the Oregon Select List of Dailies. The Illinois Daily League and the Hoosier Daily League are both fairly young and promising. The Wisconsin Weekly publishers are ready and will soon get in on a business basis.

There should come a time when the newspaper business as a whole will be in the same position to correlate the data about the newspaper fields and the situation as a whole in the same way that the magazines, billboards and other mediums are carrying on the work. There should be and will be a time when we shall all join forces state by state, and put picked, trained men into the development field, so that we shall be represented in the big movements and can place our claims for recognition with the advertising agencies in the proper manner, so that we can be placed upon directories and committees in connection with advertising work, to take our place, in fact, as we should. We have too long been the door mat of the universe, too long have we pulled the chestnuts out of the fire that other publicity mediums might benefit.

Why should publishers let magazines, farm journals, etc., into their territory on a clubbing basis. We look at the present and forget the future, which spells but one thing—loss to us. Because Mr. Advertiser looks over the field from the magazine or farm journal standpoint and finds they cover your field so he doesn't need our paper. Turn the rascal down, and don't you ever give away your space.

There are hopeful signs in these recent state business organizations. I think the worm is turning slowly. Let us see if we can't push him over so that he will turn the trick more quickly. The splendid coöperation which the various advertising journals and organizations are giving is helpful. There is more intelligence among newspaper publishers properly harnessed than in any other line of endeavor. There are over 22,000 newspapers in the country and this represents a terrific force.

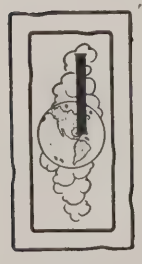
The Wisconsin League has recently put on an advertising manager, a high priced man to develop business in our own state. He is laying a splendid foundation for us and if the war tax ever settles itself so normal business can resume, we shall wallow in new advertising.

If you, each and every one, will go home and either join with your state association, if you have one, or start something going—these 22,000 newspapers will make a noise and effect like a whole regiment of 42 centimeter guns.

President Tomlinson asks for a plan for welding state associations together thru the National Association or otherwise. The state associations are now too scattered; the first thing to do is to organize same thru state associations that are going somewhere. Then group these. Finally get to the big push, which the N. E. A. can foster. I hope to see some plan proposed for the N. E. A. before adjournment is taken.

# "Observations of a Field Secretary"

## By C. L. Caswell, Denison, Iowa, Field Secretary of the Iowa Press Association



IT may be that I was listed on the National Editorial Association program because I am one of the very few living paid field secretaries serving a newspaper organization—not because of any special accomplishments or results to make my work remarkable. It may be that the Iowa idea of having such a paid field secretary is taking root elsewhere, and that in intensive organization is the one best hope of the newspaper business—and especially of the country newspapers.

My observations as field secretary of the Iowa Press Association now cover an experience of about two years and whether I am able to tell it all or not, I am convinced by these observations that practical, beneficial, valuable and paying results can be gained for a state association only by having some alert and experienced man on the job all the time, thinking and working for the interests of the members, planning attacks and defense, mapping out routes and facilities to reach any given object, and conducting a clearing house for the associated newspapers of his state.

Our Iowa idea, our plans and purposes and methods have attracted the attention of neighboring states somewhat—enough so that I have been called to several of these states to meet and explain what and how we are doing things in Iowa. I am therefore no stranger to many of you in Nebraska, South Dakota, Minnesota, Kansas and Missouri, and possibly I may name these states in friendly criticism or glowing example.

First, I must explain that in Iowa where there had been practically no state organization for ten years, we found it comparatively easy and practical to map out and start along our new plan—easier than our sister states may find it—easier than some have found it.

Having no old organization or membership to win or change over, the general discussion at our organization meeting in January, 1915, led to the enthusiastic adoption of the field secretary plan, with pledges of enough money to set it off and keep in running for a year. An executive committee was named with power to act—and it acted. The committee secured the services of a field secretary and set him to work with the organization and listing of members. In a short time 300 members were listed and this number has grown to about 400 paying members at this time. Yet this is not quite half the publishers in the state. One of my observations is that there are 200 newspapers even in Iowa that are too dead to skin; that merely occupy a field and do not fill it or have no real field, whose publishers are not progressive or aggressive, who are spoiling possibly good men in other occupations by taking themselves out of them and into the newspaper field. We will never get these 200 publications in as members of our association. But if present stringencies of business keep up the rest of us will be writing their obituaries one by one or in pairs or quintets.

And at that Iowa is a good as any other state for the small percentage of weak and unprogressive publications.

Let me say in passing that one element of success of the Iowa plan is the small cost for membership and dues, which under the present plan of working the field secretaryship we are able to maintain at the minimum and cover all expenses. Our constitution permits no indebtedness, and the executive committee authorizes none. As field secretary this problem of association finance is put directly up to me and I must make good or stand the consequences. I contract, however, to give the association only one-half of my actual time, and I furnish an office, light and fuel. The association pays my actual expenses and the cost of my clerk or secretary who is on duty at all times and exclusively in the Press Association business.

### Secretary's Office a Clearing House.

Thus with the growth of the association the secretary's office has become a bureau of information and a clearing house generally for Iowa newspapers. Not only the members of the association, but many publishers who are not members find it convenient and do use the office when they need to, and the secretary endeavors to be of service to those not members almost as much as to those who are, except in the matter of direct benefits, reductions in price of certain things handled, etc.

Among my observations is this: That to benefit all of the newspapers of the state is the best policy, for it is hard for the strong and progressive publishers to get away from the retarding influence of those who are non-progressive, hangers-on, or dead loads on the profession. Yet in many ways these non-members cannot participate in the dividends and favors accorded to the membership. Eventually we hope they will see that, like the bankers, every man in our line of business should be identified with an association that is looking out for the general welfare and interests of all.

Speaking of being a clearing house. Possibly I should elucidate on that point a little more. A field secretary should know all that one man can possibly know about the printing and publishing business should understand the whole game, and then some. He should know a lot about newspaper laws and regulations and be able to answer any kind of an inquiry "right off the bat." Personally, I cannot do that. But having come up from the rank of "devil" and chief pusher of a Washington hand press roller, to compositor, printer and proprietor there are many things I do know, and what I don't know there are ways of finding out which I keep convenient at my right hand. Possibly a few samples of the five hundred letters coming to my desk in a month may be given without boring you:

First and foremost, are letters regarding membership and dues. I have four hundred accounts to collect twice a year.

Letters on county organization—we are organizing Iowa by counties so far as possible and I furnish information by-laws, etc., on request. Letters of inquiry about libel laws; requests for information on laws governing city and town publications; how about official charges for county publications; how can boards of supervisors be compelled to order publications of official matters; how about forcing the printing of annual financial reports by county auditors; council proceedings—is publication of these mandatory and in what form; a letter explaining that board of supervisors will not allow usual measurement of proceedings—how can it be handled. Price for printing official ballots—here and there are controversies between printers and boards that threaten law suits and long litigation. Inquiry from state auditor's department relative to my judgment on price to be charged for amendment ballots.

The above are all legal problems, more or less, and must be answered carefully so that in case of court procedure the decision of the secretary may be substantiated and maintained as correct. Therefore the answers made are not always just as the publishers wish to have them.

Next, dates for meetings. When can the secretary be at this and that place for county or district organization meetings. Approximately one-fifth of his time has been available for such meetings and for general districts and other state meetings. Traveling expenses are paid by the association and the counties or district organized jointly.

Association programs. The secretary is charged with the duty of preparing and conducting the programs for the state association convention once each year, with the approval and coöperation of the executive committee. Two have been held, and with great success and very large attendance.

Papers for sale and wanted. The field secretary is a natural source of information regarding newspaper properties for sale and newspaper men or others wishing to buy. A considerable correspondence is due to this subject. Thus far no commission has ever been charged or received for conducting negotiations between parties for the sale or purchase of newspapers plants, where either one is a member of the state association. For entire outsiders the secretary would not consider that within his line of duty unless as well paid for it as if it were a private matter.

Help wanted and positions wanted constitute also a large demand for office work and correspondence. Some

good men have been placed thru the field secretary's office, and many publishers have been helped thru vital emergencies in short order by this clearing house.

Other state associations have asked and received much information regarding the Iowa organization by way of correspondence, with blanks and forms used. This, with a desire to see efficiency in newspaper organization extended, especially all over the middle west.

Handling Federal Trade Commission Print Paper. This has been one of the gigantic tasks of the field secretary recently and has caused an immense correspondence that had to be handled quickly, precisely and with most exact financial consideration. I may say in passing we are saving Iowa members of the state organization enough on one ton of news print to pay their association dues from three to five years, simply on this one item of Federal Trade Commission print, which could be secured in no other way at cost than thru the state organization and with the help of some man who would look after it.

Bad accounts collected. Adjustment of accounts and protection of our members from fraudulent advertisers and fakes is another big service rendered thru the field secretary's office. In something like twenty cases reported of fake advertisers or bad paying agents, the field secretary has never failed in a single instance to get a reply to his first letter. In 90 per cent of the cases he has secured an immediate adjustment and payment of the claims, and in no case has he failed, where the individual, company or corporation ordering and failing to pay for business is still in existence and locateable, to get at least partial settlement. While some extra work, the field secretary can and should be a safeguard, protection and buffer between bad business, bad accounts and the legitimate and honest publisher. And there should be provided in some way a special fund for prosecution in the courts of such cases as the association as a whole may be interested in or where individual members have been grossly wronged.

Legislation, both state and national, is one of the most vital concerns of the newspaper business generally. Nearly all present newspaper business is based on laws that exist and have been observed for years. Disturb any or all of these laws and the publishers are "up in the air," distracted and worried as to their future. The matter of second- class postage rates in congress is a recent case in point; the proposed unjust tax on gross receipts from advertising is another; the print paper probe, the government printing of envelopes proposition, and dozens of other matters that affect newspaper business should receive attention form each state separately—for newspapers have a way of reaching congressional representatives if they go about it right. These have caused me much correspondence. In state legislation there is need for the utmost vigilance and effective organization. Alleged statesmen break into every general assembly whose greatest ambition is to throttle and control the newspapers of the state in order to "get" or hurt the newspaper in their own district which they could not themselves control or shut up when they wanted votes. You all have them and always will.

In Iowa last winter the newspapers were better represented in both houses of the General Assembly than ever before, largely because the field secretary used the association to urge men to become candidates and to see that friendly candidates were chosen at the primaries. I will not particularize on this point but it is one of the vital and fundamental propositions behind any state organization. It should be kept first in mind in perfecting the organization, and never be allowed to slip from the minds of the members and officers. One bill introduced in the Iowa legislature last winter, if allowed to become a law, would have undone all of the official newspapers and official printing and publishing in the state. The Iowa Press Association was "on the job" when this attack was made, and will be "there and over" when some of those responsible for this attack come up for state office later. Several bills carrying good things for the publishers of the state were enacted as a result of the Association's efforts, with the field secretary always on the job, day and night, if necessary, turning the screws to see that the bills came thru.

Prompt action for national legislation; quick and effective action in state legislation are essential. The field secretary is the one man watching and thinking about these things. He knows where and when to strike for the interests of his members; and if he is worth having on the job at all, he will strike—firmly, but carefully, tactfully—never to "spill the beans."

Helping advertising and job prices is perhaps the one most direct and efficient way in which a field secretary can deliver the goods in a state. My observations lead me to say that first of all the publishers in every state need to be educated, or prepared, I might say, for a better standard of prices—for a standardization of prices. It is with grief and bruises from my own experience that I say that most publishers in our state, and in other states, do not value their own product highly enough, and have not business acumen and foresight enough to establish a proper valuation. A few good men do have these qualifications, and many others see the need for something that will promote a general betterment of the conditions. Here is where a field secretary can and will do most for the newspapers in any state, tho the direct results of his efforts may not stand out on bold bill boards, nor appeal to him every time he reaches his office in the morning.

I wish to make this statement in verification of this idea. In Iowa last year 100 newspapers were induced to or did increase their advertising rates an average of 25 per cent— and not one of them now has over a legitimate rate. These hundred papers, with an average advertising business of $3000 a year, have each increased their income an average of $750 a year as a result, and—listen to these figures—altogether they have a net increase of $75,000 a year in advertising as a result of—first, their own desire to do better; second, the efforts of the field secretary to figure with them and get them going right, and, third, the dire need of the times coupled with first two reasons.

These hundred papers, members of the Iowa Press Association "Blue Ribbon List" of "stick forever" papers, are reaping the just rewards for being members of an organization, progressive, up-to-date.

Likewise job printing prices. As nearly every newspaper publisheer is also a job printer, the matter of education regarding job prices has been undertaken by the secretary with the same vim and energy that he has boosted for more profitable advertising prices. He has secured the publication of a first-class, cost basis job price list and has sold and distributed these to members at cost. He believes that in this educational service he has helped to add another $100,000 a year to Iowa printers.

Promoting new business. After the season of education, preparation or whatever you wish to call it, among the newspapers of the state, comes the natural and resultant benefit from an increase of business. By this I mean foreign or outside advertising. Usually the first thought of newspaper men when they speak of a paid field secretary is that such a secretary should

get them outside business and plenty of it. This should be the last consideration, for the field secretary cannot go up against the awful conditions relating to foreign advertising business any better than you can individually —not until he has prepared the field for the crop. He hears the complaints and charges of foreign advertisers and agents and he feels the appeals of his home newspaper men and supporters for the outside business. But the two are eternally confounding and fighting enemies, where they should be coöperating friends.

Yet in this respect the field secretary is able to do a great deal, and it is in first educating the publishers to the first great cardinal principle of sticking to their rates that the field secretary must apply himself. This he cannot, and no man can accomplish with all of the newspapers of a state. Like breaking the bundle of sticks, the job must be done one at a time and carefully. This takes time, thought, energy, ambition, tact, judgment and persistency without end. For seventeen months I have worked on the problem, and have in that time secured but 210 real live newspapers prepared to make advertising rate cards and stick to them, and sign an honor pledge to that effect Practically two hundred out of nine hundred in a great and prosperous state. And yet we are doing this in Iowa on the basis of free service to all, and not one penny more of dues for the pledged and stick-rate members than for the others.

It is attracting attention. Yes. It is gradually lining up business for the state press. Of this I am sure, yet the increase of business from outside does not compare with the increase of business at home. What do I mean? This:

One of the most important observations I have made is that out of between forty and fifty newspapers that have come to my attention whose advertising rates have been increased materially, there is not a single example where the result has not been an actual increase in the number of inches of advertising within three months after the increase was announced. Do you get that, you timid ones who are afraid to price your own product at its real value? Fearing a loss of business and a possible cutting down of your papers you have many of you been like those mentioned—holding back from a raise in advertising rates, when in these times of general advance in values the people of your own communities expect such advance in your rates, and think the less of you if you do not make it.

Promoting coöperation with other interests is a big field for the newspaper organization whose affairs are in the hands of a permanent field secretary. Gradually such coöperation will be recognized by other great commercial bodies and will be sought. Politicians already see and recognize it—in Iowa. Business interests and organizations will see and recognize it more and more.

Finally the field for a field secretary is so large, so long and broad and deep and high, that I have been unable to more than barely touch upon its general phases in the time at my disposal. I have tried to carry the gospel of such a movement to several states adjoining Iowa, and my executive committee and officers have permitted me to do this for the good of the cause generally, and with the idea that wider field than Iowa is necessary to make this foreign advertising proposition come thru with best results. I am glad to present these boiled down ideas to the editors of this national association. I like to talk shop, and discuss business. I wish that I might with propriety take more time, but just now I will add only this, that my work as field secretary is not being done from any desire for a job. I have several good jobs and plenty of business to keep me and my family going in comfort and respectability. It is done for the good and benefit of newspaper men generally and with a desire to see the business of publishing and newspapers recognized as a profession among those of highest standing in every community, large or small. We, as publishers, should sit in company and on equality with the best and biggest business men in any walk of life, with the best professional men, with the bankers and financiers, just as we can sit with the foremost moral and educational representatives. There is an ideal to be gained in newspaper publishing—the standard to be raised, idealized, vitalized. The haphazard, accidental, unbusiness like publisher has had his day. He is passing.

# "As Seen by the Advertising Agent"

By F. H. Ralsten, Vice-President Wm. H. Rankin Co., Chicago, Ill.

R. PRESIDENT and members of the National Editorial Association:

When I was invited to talk to you at this meeting. I jumped at the opportunity; first, because I considered it a very great honor, and second because I hoped I had something really worth while to say to you.

It is more than an honor. It is really a very great pleasure to be here. For more than twenty years, this association has stood for more to me in potential possibilities than any association or group of men in this country.

As an editor, publisher, circulation manager, advertising manager, press man and printer's devil of a county seat weekly in New York State, struggling to keep soul and body together and prevent the sheriff from closing my doors I came in touch with this organization.

My first convention was a red letter day in my business life. Full of the optimism of youth, and over ambitious to make my paper a power in my community, and yes even in the State; and incidentally, to make the business a money maker; I attended every session of this my first convention, took voluminous notes, and literally ate up and assimilated the good and the near good of the entire session.

From that meeting, I received the inspiration that made it possible for me to make my paper the leader in my county. The mental, physical and spiritual grief that fell to my lot in this struggle for success in that small publishing venture,—some of you appreciate and others of you will in the next few years when you make a success of your ventures.

The five years I spent in that work gave me an insight into the business of publishing that I do not believe any other school or experience could have possibly given me—a first hand knowledge of the cost mentally and financially of success. Those years showed me the possibilities of even a county seat weekly in molding public opinion. They taught me that honesty is not only the best policy but the only policy in business. Editorially, for the news department, either foreign or local, in the circulation department, either to the subscriber, the local advertiser, the foreign advertiser or the agent, honest, truthfulness, fairness are absolutely necessary.

But you are not looking to me, as an advertising agency man, for a sermon on the ethics and philosophy of successful newspaper making. One of your very good members said to me yesterday, what we want of you is to know how we can get foreign advertising. And my answer to him was a very simple one. Make your paper really worthy of the consideration of the National Advertiser by first proving its value as a local medium.

Theoretically, the local paper, whether it be a metropolitan daily with a half million circulation, or a country weekly with a half thousand circulation, should make a place for itself in the hearts of its clientele just a little bit stronger than any medium that comes into the home. Local pride, home ownership, the nature of the material that goes to make up the sheet editorially, the personality of the publisher and the editor, and strongest of all the position which the paper may take in matters of local government, society, civic betterment, etc.—offer the local paper an opportunity to become a very big influence in the civic and personal life of the entire community.

The country weekly, with 3,500 circulation, that can change the political complexion of an entire county;—that can break up and forever destroy a questionable political ring; that can handle the liquor problem to the entire satisfaction of even the prohibition element; that can send to Congress a brainy Christian gentleman, instead of a ward healer; that can give the town municipal ownership of the electric light plant; the water supply system; build a town owned opera house, a library and clean up the everlasting school-book misunderstanding and wrangle, and furnish its citizens perfectly paved streets—such a publication has no trouble in securing more advertising than it can well take care of. This is not a fancy of an imaginative brain, but an actual experience of a boy publisher who received his first great inspiration at a meeting of the National Editorial Association similar to this.

I have no quarrel with the publisher who simply wishes to run a colorless, spineless paper—a patent inside with a boiler plate news service and a local page made up with the scissors and a paste pot—a wishy washy editorial department afraid to take a stand on any important issue—a circulation secured by the value of the glass and crockery thrown in. I have no quarrel with him, but he must not expect to get any advertising from me or my clients.

The readers of such publications may have purchasing power, but in my humble opinion they do not buy because the advertising appears in the "give-away sheet," but in spite of it.

The newspaper that stands for all that is best in the community with an editor who is alive, has red blood in his veins and is a factor in the social and civic life, with a publisher who is a keen business man and makes a paper to sell and sells it. A paper that has life and local color; that secures a grip on your very being; that the wife and mother insist on having in the home, and therefore is edited as carefully advertisingly as editorially—such a paper can and does secure the business of the local merchants, and if the publisher acquaints the foreign advertiser and agent with the vital selling points of his paper and is willing to coöperate in making the advertising pay, he will secure all the foreign advertising that can possibly use his paper with profit.

You will kindly note I said, use his paper with profit. And that brings me to a fundamental I wish to touch on briefly in passing. Advertising must always be a charge against selling and in no case can it be greater than the profit. Good advertising to be continuous must take up only a small margin of the profit and this is true whether the expense is paid by the manufacturer, the distributor or the retailer.

As an honest publisher, you cannot afford to permit any foreign advertising to use any space in your paper unless there are sales possibilities in the field you cover, on which a small margin of the profit would pay for the space. I have had a representative solicit me for a volume of space in his medium that would cost more than the total sales of the article being advertised in the territory covered by his paper.

When you see successful companies using large space in national mediums and you wonder why you don't get some of the business, kindly ascertain the percentage of profit for the manufacturer, get out your pencil and figure just what you could do for him, how much you could increase the business in your community and what the cost per dollar of new business would be. Check this up with your local merchant. If you have a good case, present it to the manufacturer and the agent handling the business. You will find a responsive audience and if you are within the facts, the business will come along in short order. Space buyers, either manufacturers or agencies are eager to find the mediums that will sell the greatest volume at the lowest possible cost.

I have had a newspaper man say to me, "Time was when we received more foreign business than we could comfortably handle." And the question naturally arises, why haven't they got it now? Answer echoes, either they didn't pay, or the business was of such a nature that it couldn't continue to repeat.

The "heyday" of patent medicines and get-rich-quick schemes where the chief expense besides the advertising was the bottle and the label or the paper on which the stock certificate was printed—thank goodness, is over. They never were good business and in the end only soiled those who temporarily profited by their existence.

Gentlemen: The quicker we all realize that advertising is a legitimate commodity; that its value can be measured and its true worth ascertained—the better it will be for our businesses. My experience in selling for that matter in life has firmly established for me this point. A message, sales story or advertisement can mean no more that the medium thru which it reaches you means to you. It should and can mean as much. What I am saying to you this morning will be believed and appreciated directly in proportion as you believe in me. This is true whether the message is delivered in person, by letter or on the printed page; whether it be news in the editorial columns or a sales story in the advertising columns.

You cannot lift yourself by your boot straps. Your advertising columns cannot deliver my message to your readers with 100% effectiveness, unless you and your paper have 100% standing with your readers, and unless your editorial and advertising columns are hitting 100% in truth and advertising.

It is your duty to edit your advertising columns quite as carefully as you do your news columns. If you seek the advertising of the great national merchants who have built their business upon honor and absolutely square dealing. Concerns that follow their merchandise with an absolute guarantee thru to the ultimate consumer, you must offer them a publication with a clean bill of health and in addition assure them that they will be associated only with the best of company.

The space buyers of these great national concerns and of our great advertising agencies are keen, wide-awake business men. It is very hard indeed to fool them for any great length of time. They make it their business

to know what you are doing and how you are doing it. When you stop to consider it is not a very difficult task to get a pretty good line-up on any newspaper.

I am well acquainted with a big national advertiser, spending nearly a million dollars annually, who maintains that he can tell the kind and quality of the readers of a paper if he can see three consecutive issues. You know yourself that you can form a pretty good opinion of the type and calibre of the men behind a paper, as well as the class of its readers, by a casual glance at the news pages, the editorial page and a good look at the advertising column.

Advertisers and agencies want to know not only the quality of the space they buy, but they want to know as well for an absolute certainty how much paid for circulation you are going to deliver to them. The A. B. C. has helped out in this situation to a marked degree, but there is still much to be desired.

Another point that is working against the small newspaper publisher is the uncertainty of the price for his space. A few years ago I was with a company that spent a very large amount of money each month in the newspapers. This business was placed thru a different agency each month. I was shocked at the variation in the prices secured by the different agencies.

I need not call to your attention the various methods used to beat down your prices. Needless to say they are all bad practice and are disgusting to even the men who use them. I have known accounts to change agencies for no other reason than that one agency could make it appear he could get more for his space or a better rate in a list of "near newspapers" than his brother agencies. In my own experience as an agency, I lost a valuable account because a small publisher acceded to a free space scheme demand direct from the advertiser that I would not be a party to, and today the account is a dead one. No one is getting or handling the business, because once apparently getting something for nothing, this company was never willing to do the right thing again.

In my humble opinion the time is ripe to straighten out this unpleasant and unprofitable tangle. The time to do it is today and the organization that can do the trick is in session in Minneapolis, the National Editorial Association.

Too few of us even in the business rally appreciate the wonderful power and value of advertising space in worth-while publications. We are so close to our own real business, publishing the news, that we lose sight of what was once called a by-product, but in reality pays the bills and makes the wheels go around.

Advertising the greatest single force in business promotion and building, is rapidly reaching out into new and wider fields. England and France use it effectually in raising the great armies and floating their stupendous war loans. We are learning something of its value in political campaigns and public propaganda. The recent campaigns on the Liberty Bonds issued and the Red Cross Membership campaigns are still fresh in our memory.

Broader and wider fields are still open for your consideration and development. The rewards will come to the men who are keen and alive to their possibilities and have the brains and the energy to go out and conquer the unknown.

Advertising is no longer simply a matter of buying white space and filling it with copy. The value and effectiveness of the advertising depends upon the use of it. The use of this advertising in anticipation of its appearance and the proper use of it while it is appearing. In other words, gentlemen, the merchandising of the ideas, the schemes and the plans.

The newspaper publisher whether he be in a big city or a small town has a wonderful opportunity to fit into this scheme of merchandising the copy. Outside of the purely mail order business which is rapidly on the wane, the one big problem which confronts practically every national or foreign advertising is securing and maintaining adequate distribution at a price that his profits can warrant. The local newspaper man in many cases is the key to the situation, and where the local publisher has been wise enough to sense this situation and broad enough to grasp it and get busy, has not only been a very great benefit to the national distributor but has solved his own problem of securing foreign advertising. This is the point I referred to early in my talk, under the head of coöperation.

Gentlemen, you have the biggest single force in national distribution within your grasp. The wise national distributors, the live, wide-awake advertising agents appreciate and are anxious to coöperate with you to the end that their advertising secure better results, more sales at less cost and that you come into your own and secure your proper portion of foreign advertising.

* * *

## NEWSPAPER RENDERS VALUABLE SERVICE

What are to be the future relations between the United States and Japan?

Is the American republic to draw closer to the Oriental empire in bonds of genuine friendship? Will misunderstandings vanish in the light of more intimate mutual knowledge? Or, will the two countries draw farther apart until some day perhaps a clash of purposes brings conflict?

The coming of the Japanese Commission to the United States, which for the first time finds itself in battle line as an ally of Japan, has aroused fresh interest in the question. It is at such a moment that the New York Evening Post, issuing a second Japanese Supplement, has made an interesting contribution to the subject.

The supplement aims quite frankly at promoting closer relations, commercial and otherwise, with Japan. It recognizes the present as a moment of opportunity. It does not sound merely the key-note of commerce, tho that, too, is emphasized. A reconsideration of all the questions that have arisen between the two governments is urged by Oswald Garrison Villard. Dr. Toyokichi Iyenaga without evasion outlines Japan's position with reference to China and urges that the United States give sympathetic consideration to the Japanese point of view. David Lawrence points out how Japan may forever disarm American suspicion by proving that her attitude toward China is above reproach.

Numerous other writers, Japanese and American, contribute to the supplement. There are careful reviews of Japan's progress in agriculture, in manufactures, in electrical development, in facilities for communication and in the making of chemicals. The need for legislation to prevent overworking of women in factories is pointed out. It is shown that Japan is soon to join the ranks of billion-dollar countries in trade volume, due largely to the war, and that she occupies a position for the first time as a creditor instead of a debtor nation.

# Finding the Cost in the Ordinary Newspaper Office

By J. Roy Williams, Editor, News-Capital, McAlester, Okla.

THE newspapers have made wonderful progress within the past few years due principally to the adoption of modern methods of doing business. A newspaper cannot be a success unless it is conducted upon business principles. The ideal newspaper is independent, self-respecting, ambitious to do all of the good for the community possible, but its ideals cannot be attained or even approached unless the business is a financial success. Financial independence must precede editorial independence. A newspaper cannot make a success, be independent, self-respecting and perform a real service for the community, tho the owner possesses millions unless it is first a business proposition.

I do not agree with some publishers whom I have heard make the expression, "A newspaper should be conducted like a meat market or a grocery store." A newspaper should have high ideals, a keen sense of right and wrong, and hold as near as possible to the sermon on the mount, but in order to do this the editor must be able to hold his head up, look any man squarely in the eye and the business office must be conducted upon principles as well defined as those that rule a great department store or colossal banking house.

What would you think of a manufacturer who disposed of his products without knowing their cost? Or of the merchant who offered his wares regardless of the expense of placing them in stock? That is what is being done in a large number of newspaper offices.

The ordinary newspaper office is both a manufacturing and a retail establishment, manufacturing usually a line of job printing and a newspaper.

The method of finding the cost of job printing is so well understood that I will not discuss that phase of the business. The cost of the labor and the material entering into the newspaper should be figured as accurately as a job of printing. Treat the mechanical and the material that go to make up your newspaper the same as tho you were conducting a job printing establishment and undertook the work for a customer.

The ordinary newspaper has three commodities for sale—advertising, newspapers or subscriptions, and job printing. Accounts should be kept under these three general heads, crediting the cash receipts from each source and charging the expense that can be traced directly to each department. That portion of the "overhead," or general expense, the amount of business in the department bears to the entire business should be charged to that department.

Advertising is sold by the inch or line and the cost should be figured on the same unit basis. The inch will be found most convenient, for the average newspaper office.

What does an inch of advertising cost? This will vary according to the conditions in each newspaper office, but there are certain rules by which the information may be obtained. Divide the cost of conducting the business, less the amount chargeable to subscriptions and job printing by the number of inches of advertising printed during a given period and you ascertain the cost per inch.

During the month of May, our paper, the McAlester, Oklahoma, News-Capital, printed 236 seven column pages containing 33,040 inches of matter, 14,355 inches, or approximately 44% of which was advertising.

The following table gives in detail the expense of getting out the newspaper which shows a cost of 13.09 cents for each inch of advertising printed, or approximately $6.75 the page.

**Advertising—**

Cost sheet McAlester News-Capital, May 1917.

| | | | | |
|---|---|---|---|---|
| Adv. Dept.— | | | | |
| Pay Roll— | | | | |
| Comp 4826 inches | $154.84 | | .0321 | |
| Press work and make up | 70.26 | | .0049 | |
| Solicitor | 90.00 | | .0063 | |
| Agts. Comm. | 42.04 | | .0029 | |
| Bus. Office | 183.45 | | .0128 | |
| | 540.59 | 540.59 | .0590 | .0390 |
| News Dept.— | | | | |
| Pay Roll— | | | | |
| Comp. | 209.26 | | .0146 | |
| Press work and make up | 70.26 | | .0049 | |
| Ed. rooms | 325.83 | | .0227 | |
| Assoc. press and corr. | 87.50 | | .0061 | |
| | 692.85 | 692.85 | .0483 | .0483 |
| Overhead expense— | | | | |
| Rent | 62.50 | | | |
| Insurance | 18.19 | | | |
| Taxes | 12.63 | | | |
| Power and Light | 16.25 | | | |
| Gas | 4.20 | | | |
| Phone | 6.35 | | | |
| Miscel. Exp. | 68.45 | | | |
| Interest on capital (8%) | 150.00 | | | |
| | 338.57 | 338.57 | .0236 | .0236 |
| | | 1572.01 | | .1309 |

Where many newspaper men make a mistake is in estimating only upon the direct cost of setting up and printing the advertisement on the theory that the paper must be gotten out anyway. They do not take into account the overhead or general expense, a portion of which should be borne by every inch of advertising that appears in the paper.

Treat your advertising space as a commodity as your stock in trade. Fix a standard of value. Do not cut the price. Do not donate it to any cause or to anybody. Make your donations in real money. To donate advertising space cheapens the article in the eyes of the public and the beneficiary does not figure that you are giving him anything that costs you money.

The advertisers should not bear all of the expense of getting out a newspaper. If the entire expense is to be charged to the advertiser, the free circulation paper would be legitimate. Space in a newspaper for which the reader is willing to pay a reasonable price is more valuable. The advertiser considers quality as well as quanity in estimating the value of circulation. The reader should pay the expense of the white paper, for the service of those connected with the subscription department, the postage and carrier and the proportion of the overhead expense that the subscription receipts bear to the total business of the year.

With print paper at $100.00 the ton delivered, I find the average cost of printing a copy of the News-Capital and delivery to the subscriber is 39 cents a month. The price runs as low as 22 cents for copies delivered by mail and as high as 55 cents when delivered by carrier in some of the interurban towns. This is for an eight page, seven column newspaper published six days of the week.

Many newspaper offices are in need of better general accounting systems. The McAlester News-Capital uses a form cash book with a column for each department—advertising, subscription and job printing, with a separate page for each day. This gives the amount of cash receipts for each department at the end of the day. The receipts are totaled for the month. No money is paid out except by check. This is provided for by a check register with columns for advertising, subscriptions and job printing, corresponding to the cash book and with an additional column for overhead expense, and another column for amounts, not expense at all which may be considered the profits of the business. With such a system we know the amount coming in and the amount going out in each department. We know what department is making money and that it is not a charge on some other department of our business.

Each department should pay a profit or at least help to pay a portion of your overhead expense which could not otherwise be reduced.

Samples of forms used in the News-Capital office at McAlester, Oklahoma, are attached herewith as exhibits.

I trust the few suggestions I have offered will be of value in aiding the average publisher to place his newspaper upon a better business foundation.

Exhibit A--Form of Cash Book.

**News-Capital Company**

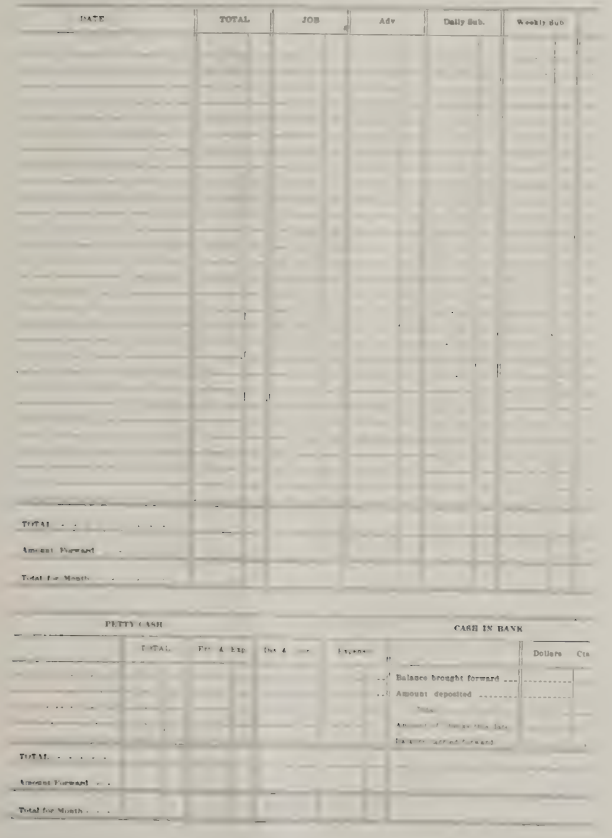



Exhibit A

Check Register---News-Capital Company

SHOWING ALL EXPENDITURES

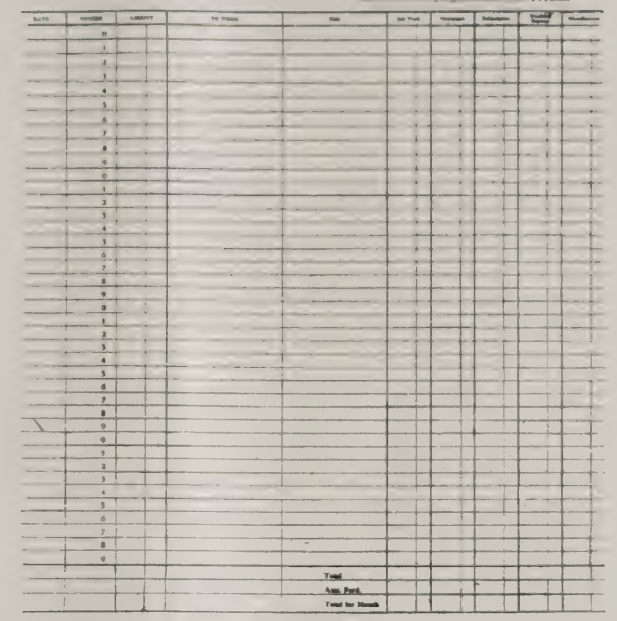



Exhibit B

Exhibit C--Form of Monthly Statement.

**Statement of the Business**
Of the
**NEWS-CAPITAL COMPANY**
For the Month

RESOURCES

Advertising, Home ...
Amus. ...
Legals ...
Foreign ...
Wants ...
Weekly ...
Total ...
Job Printing ...
Subscription ...
Total ...
Balance ...

Cash Receipts.
Accts & Bills Receivable.

Inches of Advertising.
Home ...
Foreign ...

LIABILITIES

Pay Roll, Edi Dept ...
Busi. Dept. ...
Sub. Dept. ...
News Mech ...
Job Prtg. ...
Total ...
Repairs to Equipment ...
Equipment Depreciation ...
News Print ...
Job Stock ...
Freight and Express on Job Work
Rent ...
Insurance ...
Advertising Agts Commissions ...
Correspondence ...
Taxes ...
Interest ...
Postage ...
Associated Press ...
Power and Lights ...
Gas ...
Telephone ...
Other Items of Expense ...
Petty Expense ...
Total ...
Balance ...

Cash Disbursements.
Accts & Bills Payable.
Added Equipment

Business Manager

Exhibit C

# The Press and the School

By Dr. Geo. A. Hubbell, President Lincoln Memorial University, Harrogate, Tenn

IF all the distinctive functions of the Press, as a moulder of public opinion, as an index of the public mind, as a means of instruction, as a community builder, there is none more important that the last. The editor habitually says good things of every worthy enterprise in his community. He knows his region and his people, he gives encouragement at just the right moment, and nourishes, kindles or promotes as the occasion requires the various welfare projects which his community attempts or should undertake. But you have asked me to a place on your program, rather as an educator than as a member of the Press, tho as the publisher of a periodical of four thousand subscribers, you would not deny me a place among yourselves, and I am grateful to be counted as a member of so worthy a body as the National Editorial Association. With a full recognition of your service as community builders and educators, with the pretense and sham pretty much sheared away, you will understand at once the vital need of an education that fits close to everyday life, and the interpretation which I put upon the school and particularly upon Lincoln Memorial University as a community builder.

Please get the picture of this institution, it fills a unique place in American life and is located in one of the most interesting regions of our whole land. It is along the historic path of Daniel Boone as he came to the Dark and Bloody Ground. It is on the Dixie Highway which passes thru Cumberland Gap, where three states find their meeting place, Virginia, Kentucky and Tennessee. It is near the famous King Solomon's Cave, and the foothills of the mighty Cumberlands reach into its farm of nearly eight hundred acres. It is in a region shut in and to a good part neglected, thru the years. It is among a splendid people not a few of whom have held their little retreats in the mountain coves while civilization in its sturdy and westward trend has hurdled over the region leaving these sons and daughters of Revolutionary sires, offspring of Jamestown, and even to some extent of Scotland, Ireland, and sunny France, thru the generations in these mountain holds where this last American frontier claims the interest, the romance, and the patriotic concern of the American people planted in this striking and interesting location among a great and coming people—genuine American citizens, there is little wonder that General O. O. Howard, under the spell of this great opportunity and with the love, understanding and appreciation which Lincoln had voiced so earnestly when Howard was a young officer bound for this destination—I say it is little wonder, with all these forces playing upon him he gave the last dozen years of his life to the founding and development of Lincoln Memorial University.

It is a country Institution, small college, large Industrial High School, Agricultural School, Community Industrial Center, Social Settlement, Girls' Orphanage, general promoter and dominant educational force for fifty miles, and thru its trained students who go out for distinctive community service, it is an important community builder in a half dozen of the Southern States.

Lincoln Memorial University holds that education is a permanent interest of life, that a concern so vast, so important, and so freighted with treasure for the individual and for the State, must some how be a large concern from the cradle to the grave, and that this interest deserves the faithful and persistent support of all who care for their kind and would help to better things.

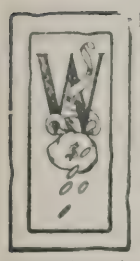
It believes that every student should be so related to his task that he may develop in and thru his daily work, that it is a radical mistake to keep a student in a class or a position where he cannot with earnest effort, succeed in his undertakings. In a word we believe in a habit of victory, we believe that every student should be so conscious of his purpose that life will bring to him a good measure of joy and that his large satisfactions may come from a worthy work well done. He must see visions of service and be struck thru with the fire of endeavor, with the consecration of service. Our courses of study are so planned that the student may expect with every term a special achievement. He has, in short, a unit of reward for every unit of effort. Lincoln Memorial University must not boast as one which has attained but it may rightly set before you as the makers of ideals and the moulders of public opinion, its ambitions, and its hope. To summarize this Institution already in the nation's thought seeks to kindle, to instruct, to face its students up the hill of knowledge, to equip them with power in themselves, to lead them to prepare for such adaptations to environment as will best serve themselves and their community. It is promoting a strong effort to incorporate to the bounds of its influence, the spirit of Lincoln, it treasures the things he loved, the kindly judgment, the generous outlook, the faith in men, his marvelous patience and that spirit of self-realization, that recognition of the rights of others, that appreciation of the place of the heart in the affairs of men which brings to them peace and blessing, and the belief that patriotic education is a birth right and duty of every American.

Such is the faith and hope of this Institution, and earnestly it is doing its work with the unwavering faith that the spirit of Lincoln is today the greatest need of American life.

A SHADY NOOK

# From a Woman's Viewpoint

By Bess M. Wilson, Redwood Gazette, Redwood Falls, Minn.



WHEN Adam and Eve were walking more or less hastily from the Garden of Eden, he being a man, undoubtedly, growled over his left shoulder, "This is what a fellow gets for accepting a woman's viewpoint." Since that time every man, reverting to type, has striven with great insistence to prove to his woman kind that the feminine way of looking at things is different from the masculine mental twist used in forming a judgment on the same subject.

Whether he is right or not, I, never having been a man, am in no position to say.

However, I very much doubt if a woman's way of looking at the work of editing and managing the average country paper is very different from that of a man engaged in the same work. Certainly her problems are the same, and in all probability, her solutions of them will be much as his are.

There is probably no work in the realm of work, unless it is parenthood, which people undertake with so little technical preparation as the work of journalism. Particularly is this true of that branch of journalism—if we may be permitted to use so dignified a term—which includes the work of the editor of a rural newspaper. Formerly it was conceded, since the memory of man and several years before, that country newspaper work was a makeshift, a stepping stone for the politically ambitious, a retreat for him who had failed in some other line of endeavor, a good way to kill time, while waiting for some more congenial employment—a sort of sentence one served as a preparation for taking his real place in the scheme of things.

One has only to look back to the small town editor, the average small town editor of twenty or twenty-five year ago, to remember that he was not a permanent power in his community, and his paper was considered rather as an object of charity, than as a real benefit.

That this classification did not include all members of the fraternity was a matter of individual abilities and characteristics, rather than, because of any call the work made upon really big men.

That this condition has been changed and that the editorial personnel is immeasurably improved is sufficiently shown by the men who make up the membership of the National Editorial Association, and the various state and district associations. There is no longer any apology for the work and the work need in no sense apologize for those who are doing it.

This very apparent change may be due to several things: possibly to the process nature always takes in providing that only the fit shall survive; possibly to the education of the country districts, which has now become general; but most possibly, indeed probably, because of the number of women who have ceased to recognize any man-made bars to the newspaper field and have entered there to take up the work in all seriousness. Like the chap, who ran away from the ghost, "the men have had to go some to keep ahead," and like the same chap, "they will have to go some more." At least this is a little fiction which the sisterhood likes to believe true.

Personally, I see no reason why any woman, who has any desire to get into country newspaper work should not make the same success in it that she would make in any other work for which she possessed the necessary qualifications.

Tradition made the barrier to the work which was so effective in the past and women are finding it no harder to go thru this particular tradition than thru dozens of others just as senseless. The modern woman has a way of scorning to go over or under worrisome barriers which may stand in the way of her desire. She simply goes thru them, demolishing as she goes, or she refuses to see them, so, for her, they absolutely do not exist. For this type of woman, newspaper work—and of course I speak only of country newspaper work—presents no more obstructing or trying features than any other line of business. And as for the "deadly grind," the "being tied down to an office," or the "terrific monotony of the thing" about which men are wont to talk so pathetically in that search for sympathy, which is characteristic of the sex—I want to say positively, that you know nothing about these things compared to the knowledge possessed by your wife, who is rearing your children and keeping your home, or your daughter who is teaching school. I have tried all three occupations and for the least nerve-racking and strength-sapping of the three, give me the newspaper shop.

To any one, man or woman, who is searching to get a new slant on humanity, if I may be permitted the expression, I would say, "Try a term of years in a newspaper office in a country town of five thousand or less." Here one may learn all about his fellow beings, "from Alfred to Omaha," and every day will be a chapter in the book of Revelations

People just can't help letting the editor know their respective mental and moral attitudes toward birth, marriage and death—and knowing a man at these three crucial periods in his life the student knows all he needs to know. The fact that you get your slant without the subject realizing he is being slanted at, adds materially to the truth and reality of what you discover.

And if serving your term as writer of birth notices, fussed-up-wedding stories and undeserved obituaries doesn't make a genuine Ben Adhem of you, nothing can. You may not admire the subjects of your copy, but you must enjoy them because of their sheer humaness.

Out of a sad tangle of mistakes, regrets and embarrassment at my newspaper ignorance, I think I have learned, in the four years, three lessons of incomparable worth, both in my work and as a private citizeness.

The first lesson is the beautiful art of sitting tight and saying nothing—and because I am a woman that has been a tremendously hard lesson to learn. But several severe jolts at a time when the shock absorber was conspicuously absent, have finally taught at least one woman, that the beloved "last word" is a pleasure one had best forego. Explanations, either first hand or thru newspaper columns seldom explain, and time will ultimately smooth out most real or imaginary wrinkles. Of course this statement doesn't apply to any controversy one may have with her brothers of the fraternity. They must be kept in their proper places, at any sacrifice of the principle of silence. But for the irate subscriber, the indignant reader, or any one else inclined to literally or figuratively lick the editor, a large dose of good-natured, noncombative silence is the best possible antidote.

The second thing I have learned to depend upon is a sense of humor, more or less artifically developed. Now of course it's a masculine truism that a woman is just as incapable of seeing a joke as she is incapable of keeping silent under stress. But this is only a truism, miles away from a real truth. If women didn't have this saving seventh sense of getting fun out of things, how many of them would find it possible to endure life with men?

Most newspaper workers take themselves and their work with a savage seriousness, which helps to make for the deadly monotony, we constantly hear members of the craft mourning about. There is nothing in the world such a genuine source of fun as people, unless it is the situations people make, and the editor who doesn't accept the opportunity, his work gives to see this fun, and to see the real good under the crusty exterior of the people with whom he comes in contact, is losing the biggest opportunity offered him.

If a number of newspaper workers, we know, could be kept under the influence of laughing gas, themselves and their papers would be vastly improved. The world is too full of Gloomy Gusses—we could well use many more Sunny Jims—and Larry Hos.

The third lesson—and this one was learned at the loss of some valuable friendships—is the lesson of adaptability.

Let me tell you something—the effort of your country cousin to become acclimated to city life is a good bit of a comedy, perhaps the effort of the city-bred man or woman to shake himself down to a stratum of usefulness in an agricultural community, is apt to be very near a tragedy. The fact that the effort meets with laughter sometimes, makes it no less a tragedy and no less pathetic.

While not city-bred ,my acquaintance with newspapers in earlier years was mostly gained thru reading the metropolitan papers with their undue emphasis on the things that are less worth while. Consequently when I started in on this eternal search for copy I made the fatal mistake of devoting a column of space and all my best adjectives to a pink tea given by the bank president's wife, or some kindred social event, and limiting my feature on a pure-bred Holstein herd, to a stick and a half.

But farmers are not always kind and seldom tactful and so I learned to distinguish values and to adapt my stories to the community my paper serves. Now if it is a matter of bank presidents' wives or pure-bred cows, I reverse the space allotment I formerly made and run a cut—of the best cow.

This is just one illustration of the fact that looms large to every publisher of a country town newspaper—mere events are of small importance unless they are the outgrowth of the occupations and conditions of the community. The crop-grower is only worthy because of his crop; the financier only because of what his finances made possible.

Taken all in all, however, the newspaper game is good sport, and a game for good sportsmen, and a woman, the same as a man, stands a fair chance of winning if she plays it straight. O. Henry with that supreme confidence, all men have of knowing all women thoroly makes one of his heroes say, "The dispositions of women run regular, to diversions. What a woman wants is what you're out of. She wants more of a thing when its scarce. She likes to have souvenirs of things that never happened. She likes to be reminded of things she never heard of. A one-sided view of objects is dis-jointing to the female composition." If this is true, and since I am looking at things only from a woman's viewpoint, I am not prepared to say that it is not; certainly woman should find satisfaction for these contrary desires in forging ahead on the trail for the feminine newspaper workers.

# Some Elements of Success of a Country Daily

### By W. W. Aikens, Star, Franklin, Ind.

IT is not with any idea that I may essentially instruct you in the betterment of your business that I present some elements of success of a country daily newspaper, because my own ideas of such management were conceived and have been continually strengthened by early association with an editorial association and profiting by the view-points of the members there assembled. I take it that you gentlemen, by your very presence here are men who are successful in your calling and have largely attained to any technical success by this and similar gatherings, supplementing with profitable reading of your trade publications.

Of course, we have listened to and read the argument of many on the advisability of "keeping everlastingly" at it. I think that has grown to be "second nature" with nearly all who are in the newspaper game as the true newspaper man finds his appetite for those things that will promote the interest of his readers and enlarge his business and influence his community continually whetted, and he is as restless as the ocean waves on the beach. His mind is ever on the alert.

This keenness and vigilance begets confidence in one's ability to perform and as the visible efforts are seen in work well done and contrary to one's belief sometimes, appreciated by those we seek to serve, becomes a joy and a pleasure. It is this that makes one serve long years in the profession, and with all its cares it brings that content of service not enjoyed I think by any other occupation.

This paper of which I speak was started by myself thirty-two years ago this month, just about this time as a penny paper. It was started with the one definite purpose of recording local community events and it has strictly adhered to that purpose all these years. No item that had a local news value has been too small nor has none been too large.

One of the early "elements" is to have the courage to say "no" and the ability to stand by that decision when made. Many propositions in these years have been offered to put on some special form, or series, telegraph or telephone news service, etc., but very largely if these are added the home news must suffer.

No telegraph service can take the place of that devoted to home events. While sales agents are not so persistent to overstock one with goods as in other days the "no" comes handy when his judgment secretly tells him it would be unwise to buy those things not needed.

The thanks of the general editorial fraternity are due to our good friend, Courtland Smith of the American Newspaper Press, for his unstinted "Stick" campaign. He has made it immeasurably easier for the newspaper that follows his advice, yet long before he inaugurated his

slogan an "element" was to make an equitable advertising rate and then to stand by it. Long experience has shown such a course begets the confidence of the advertiser, home or foreign, and the so-called agent. Added to this there is prompt monthly detailed bills for all advertisers, a reasonable discount for service and a corresponding discount for cash for recognized agents. Short time advertising accounts mean long time advertisers. A radical element and one probably not generally sanctioned has been to personally solicit no advertising. While the newspaper man may not be the light of the world in his particular community he may lose much of the influence of his publication and his own standing in a measure when constantly harrassing his friends to buy space. Besides soliciting may lead to bargaining and human nature is weak. The advertiser who makes up his own mind as to his advertising needs, counts the cost and will be constant and regular in his business dealings. To him, then, is due a service equal to that expected by the reader. Instead of flaunting the evils of the community to the front, the good that men may do and are doing, the worth while note, should be the pervading theme in the news service. Alleged questionable advertising has no place in the column of the home newspaper and as no sales house will send to its customer a slovenly dressed salesman to effect sales, a clean, clear print of both type and cuts is an element that brings satisfaction and success to both reader and advertiser.

Another element is that of financial credit rating. Don't scatter your purchases. Confine to regular established houses; the fewer the better; pay promptly and take the discounts. A credit rating is a most valuable institution. It establishes one in the good opinion of those with whom business transactions are done and while it may bring to one many offers undesirable, it also gives those who possess it first-hand information of bargains that would not otherwise be suggested and a service that is invariably prompt and painstaking. This financial credit also prevents over-buying or taking on that which is essentially not needed in the business as it increases confidence in one's occupation and in one's self, as slow, partial or long time payments cannot do. I know of no element that so makes for success or one that is more of a saver of time and a maker of money, as prompt payment of one's business obligations.

Finally: Employ a competent book-keeper and accountant and see that bills are promptly made out and presented.

Be liberal in attention to rural and county correspondents. Cultivate telephone service in city and county with your subscribers.

At all times be courteous and agreeable; never be impatient, remember friends, as well as enemies, if you have any, alike in prosperity or adversity, so far as the columns of your paper show.

Don't accept anyone's free plate service.

Don't print alleged news articles that have a hidden advertisement therein. Don't cheapen your paper with free business puffs.

Don't have more papers than neighboring towns on your exchange list.

Don't let a subscription go over time of payment without an understanding with the subscriber.

Don't club; don't have voting contests.

Don't let liner advertising continue longer than one week without settlement..

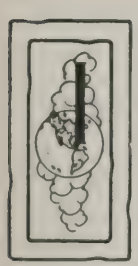
Make monthly collections on all carrier boy paper routes.

There are three functions of the local paper. It is a record of the community's activities; it is the ready exponent of the community's thought; it is the advocate and defender of certain policies for the community. There is no place in such a program for personalities which one should strive to avoid as zealously as it does misrepresentation and sensationalism.

Enthusiastic, confident application will be successful in the end.

# Plans for a Closer Union of State and National Organizations

## By Alva A. Swain, Secretary, Colorado Press Association



SUPPOSED, until late yesterday afternoon, I was going to Minneapolis, but some matters came up in connection with my own papers, and in connection with the extra session and pending labor troubles, which I fear will prevent my attending the meeting, much as I had planned to do so. It was my intention to lead the discussion of my subject off-hand but since I fear I cannot be there, I will write you my ideas, with the request that you convey to all my regrets for being unable to attend and give them my views on "Plans for a Closer Union of State and National Organizations," which are as follows:

Organization is the one best bet in all matters of development. The combined wisdom of the many is superior at all times to the individual wisdom of the one. There should be some central organization where the proprietor of the smallest paper in America, as well as the proprietor of the largest, could meet, thru representatives, or, better still, in person, and discuss "shop." "Shop" talk among members and fellows of similar craft would, in the end, bring results. The Colorado Editorial Association was brought to its present state of efficiency because it does things for the editors and paper owners of Colorado. The closer union of state and national organizations can be effected thru coöperation between the state and national organizations in doing things for the editors of the nation.

The work of the National Editorial Association, assisted by a few of the state associations in the print paper matter, is the best illustration I have in mind. You and I know the history of that work of less than twelve months. Less than a dozen of us had the nerve and the hardihood to bat the ball. Yet today there is not a print paper user in America who does not know, in general, what was done, and who did not profit by that work. It occurs to me this incident alone could be made the basis for a union so close that ere long every press association of each state would be so closely allied with the national central association, that results unthought of could be accomplished. It is estimated that the work of the few on the news print paper situation has saved the individuals of our fraternity over twenty-five million dollars this year. I have no doubt of the accuracy of this statement, and if a few earnest, hard-working fellows

could take charge of the fight for better rates on news print paper, and thru the use of the power of our national and state organizations and the help of the National Trade Commission, secured that result, what could we hope to secure for the newspaper publishers of America if every publisher was united with one central organization?

Now, for a suggestion as to how to form and bring into fraternal being a nation-wide union, association, trust, amalgamation, or whatever you please to call it. I would suggest that the National Editorial Association so amend its charter, constitution and by-laws that it could embrace the various state organizations within its fold. I have never yet given up the idea that the Colorado Editorial Association, strong as it is, could be increased in strength two, perhaps three-hold, if it were composed of sixty-three county organizations, instead of the individual editorial membership of our state. I believe the same would be true of the national organization. If the organization was so founded as to permit every state organization to join, I believe with the publicity and prestige it has secured thru the recent print paper fight, that before another year every state organization in the country would be a part of our national organization. Speaking for Colorado, I am quite sure our membership would be glad to change our by-laws and constitution in any way required, so that we could become "The Colorado Branch of the National Editorial Association," or whatever other name we chose to assume, so that it corresponded with the constitution and by-laws of both national and state organizations.

If there was one central national organization founded, divided into forty-eight state divisions, each state could be represented in the national organization with an executive member, and in this way the power of each organization could be centralized in the national organization, and directed toward whatever purpose a majority of the editors of the nation had in view. The state organization could be composed of the county or the district, and the political organization; for instance, in Colorado, our organization could be composed of the sixty-three county organizations, or it could be composed of the Democratic and Republication state newspaper associations.

To my mind this is the best way to form a closer union between the state and national organizations. I know that there are many members of the national organization who oppose this idea. However, I believe I have had as much experience in building a state organization as any one editor in the United States, and I realize the shortcomings and the difficulties that have to be surmounted when one man, as secretary, must keep in touch with four hundred and twenty-five editors in person, rather than thru sixty-three representatives. I realize the difficulty Mr. Schlosser, Secretary of the national organization, has in keeping in touch with the twenty-five thousand or more editors of the United States personally, and believe a greater and more efficient membership could be secured if he had to keep in touch with the twenty-five thousand thru the secretaries of forty-eight organizations.

Again a national organization would find that it could raise funds much easier if one great editorial body was formed. Supposing that the national organization needed fifty cents from each member. In Colorado this would mean that we would remit to the national organization approximately $175.00 per year. As it is, they get from twelve to twenty-five dollars a year thru your hammering at the individual editors to give you two dollars every time we meet. Of course, the national organization gets from $100.00 to $150.00 per year out of Colorado as a free-will offering whenever they need money. How much more independent could the national organization feel, if its officers knew that for every member in each of the state organizations, it was to receive a certain sum annually.

I want to present these ideas to the editors assembled; and I further want to suggest that the incoming administration, or the convention, appoint a committee, with instructions to try and form an organization of this kind, and get the national and different state organizations to change their constitutions and by-laws to conform to this plan.

# The Cost of Producing a Country Newspaper

**By E. K. Whiting, Mgr. Journal-Chronicle, Owatonna, Minn.**

OW many of you operate country newspapers?

How many of you know what it costs per page or issue to produce your newspaper?

"The Cost of Producing a Country Newspaper" is the topic assigned me for this morning's session. It is a question which every one of your country publishers should be able to answer promptly and accurately.

The cost of producing a country newspaper, is, to my mind, one of the most vital problems confronting the printer-publisher today. You publishers who are attending this National Editorial Association meeting are the most progressive and prosperous men in the country newspaper business. You have seen how few men here today are able to answer the question which I am asked to answer. If this lack of cost knowledge prevails among the most progressive and prosperous country publishers gathered here today, what must be the situation with the less prosperous members of our profession, many of whom are unable to attend this gathering because their business does not give them sufficient profit to make their attendance possible?

Statistics show that 95% of the men who engage in business in this country either fail or are compelled to withdraw from business because of their inability to make a financial success of the same. Printers and publishers have, from time immemorial, been notorious for their poor financial ratings but I am glad to say that this condition has shown marvelous improvement during recent years, thanks to the educational work done by the Typothetae and Ben Franklin organizations. The installation of cost systems has shown the printers and publishers some startling and hitherto unthought of facts. These facts, at first unbelievable, have made printers and publishers study their business as never before. That such study has been conducive to better business methods and a more nearly correct pricing of their product is evidenced by statistics recently issued by the United Typothetae and Franklin Clubs. These figures show that of the shops using the Standard Cost System, 84% are given First Class ratings by Bradstreet, while an equal number of plants of the same size and character, not members of the organization and not using the Standard Cost System, show only 31% First Grade credits. While every cost system user was given some kind of a

rating by Bradstreet, 38% of the others had no rating whatever. These statistics are very pleasing to those of us who are operating our plants with a cost system but they should at the same time furnish food for most serious thought on the part of the printer and publisher who does not operate with a cost system.

The cost system may be fittingly designated as a business compass. No mariner would ever think of leaving port without a compass to guide him to a safe harbor and it is inconceivable to me how any man can think of embarking in business of any nature without his compass in the form of a cost system. Too many publishers in the past have embarked upon the uncertain sea of business without a compass in the form of adequate accounting methods, and the result is too plainly manifest in the wreckage which strews the shores of commerce.

The study of cost finding was forced upon me some seven or eight years ago. We effected a consolidation with one of our competitors and in so doing acquired a daily paper. Not long after this consolidation, I, as business manager, discovered that we had a big leak in our business. Convinced that the leak must be in our job department, I decided to install a cost system and plug the leak. After getting the job department upon a profitable basis it was apparent that we had not eliminated the leak and it was then that I started in to study the subject of newspaper costs. Both daily and weekly were given job tickets for each issue and the first month's summary showed that the daily was the offending department. Several months were spent in attempting to put the daily upon a profitable basis, and this proving impossible, we announced that the daily would be discontinued. The soundness of our judgment in this serious step has been verified in the trebling of our job business since that time and also in the fact that we have never since then failed to pay Uncle Same our quota of income tax each year.

In 1912 the Minnesota Editorial Association appointed a committee, consisting of J. C. Morrison of Morris, Herman Roe of Northfield, and myself, with instructions to report at the following meeting a schedule of adequate advertising rates for country newspapers, based upon the cost of production. In making this report in 1913 we divided papers into three classes: Class A, the all home-print eight and twelve page papers with circulations ranging from 1500 to 3000. Class B, the all home-print eight page papers with circulations ranging from 800 to 1500. Class C, the patent inside six or seven column quarto with circulations ranging from 400 to 800. The sliding scale for Class A papers ranged from 20c an inch for yearly advertisers to 30c an inch for intermittent advertisers. Classes B and C were given the same rates, ranging from 17c for yearly advertisers to 25c for intermittent advertisers. These rates were based upon a charge of 8c an inch ad composition for Class A papers and 6c an inch for Classes B and C. Our committee reported unanimously in favor of the sliding scale for local advertising for the reason that the flat rate finds no justification in proper cost accounting. Also for the reason that the flat rate tends to make intermittent advertisers, who come in during the busy season, thus overcrowding your columns, and then leave you to carry the burden of publishing your paper during the dull months of the year. The constant advertisers secures larger returns from the money spent and is a satisfied customer, while the intermittent advertiser sooner or later comes to say that advertising does not pay, and drops out altogether.

As a method of arriving at the selling price of display advertising our committee recommended a simple rule-of-thumb method by which publishers might readily determine what they must receive for advertising in order to make a profit from their paper. By this method publishers were advised to add 25% to the total cost of producing their paper; from this amount subtract the total receipts from legals, locals and subscriptions. The remained divided by the total number of inches of display advertising carried gives the rate per inch which must be charged for display advertising to give the publisher 20% profit upon his newspaper.

This method does not take into account the true laws of distribution of cost and for my own information that I may intelligently analyze our business, I am using a method which shows the true COST—not the SELLING PRICE—for advertising and circulation. The following table shows the analysis of newspaper costs for 1916:

| Editorial Salaries | | Direct Dept. Expenses | | Subscription | | Advertising | |
|---|---|---|---|---|---|---|---|
| Editor | $1,308.33 | Trav. Exp. | $ 251.10 | Bookkeeper | $ 208.00 | Solicitor | $ 954.16 |
| Reporter | 626.25 | Expense | 212.69 | Clubbings | 27.15 | Commiss. | 305.93 |
| Correspondence | 82.99 | Cartoons & Photos. | 108.32 | Commission | 27.82 | Ad. Comp. | 1,747.49 |
| | | Plate | 64.95 | Percentage | 3,757.39 | Percentage | 3,733.17 |
| | $2,016.67 | Postage | 125.61 | | $4,020.36 | | $6,740.75 |
| | | Stamps | 56.70 | | | | |
| | | Auto | 76.26 | Sub. Cost, $2.12. | | | |
| | | Telephone | 27.48 | | | | |
| | | Light | 27.10 | | | | |
| | | Valuation | 86.48 | | | | |
| | | Rent | 91.85 | | | | |
| | | | $1,128.54 | | | | |

| | | Mechanical Cost | | Advertising Cost | | | |
|---|---|---|---|---|---|---|---|
| Editorial Salaries | $2,016.67 | Stock | $ 828.35 | Class | Inches | Per Ct. | Total cost |
| D. Dept. Expense | 1,128.54 | Ink | 52.50 | Display | 36,547 | 86.2% | $5,810.53 |
| Mechanical Cost | 4,270.26 | Machine Comp. | 1,838.12 | Legals | 4,161 | 9.7% | 653.85 |
| Total | $7,425.47 | Make-up | 761.02 | Locals | 1,735 | 4.1% | 276.37 |
| | | Presswork | 666.37 | | 42,443 | 100.0% | $6,740.75 |
| | | Mailing | 123.90 | Inch cost, 15.9c. | | | |
| | | | $4,270.26 | Page cost, $15.03. | | | |
| | | | | Total cost for year, $10,761.11. | | | |
| | | | | 716 pages issued. | | | |

| | | | |
|---|---|---|---|
| White space | 43,477 inches | 50.5% Total Space | $7,425.47 Pro-rated 50.5% to Subscription ..... $3,757.39 |
| Ad space | 42,443 inches | 49.5% Total Space | 49.5% to Advertising ..... 3,733.17 |

By the above summary, it will be seen that the editorial department cost $2,016.67 for the year. The direct departmental expenses were $1,128.54, and the mechanical cost was $4,270.26, or a total of $7,425.46. During the year 43,477 inches of space were devoted to reading matter and 42,443 inches were occupied by advertising matter. Therefor 50.5% of $7,425.47, or $3,757.39, must be charged to the circulation department and 49.5%, or 3,733.17 charged to the advertising department. These amounts, together with the direct charges in each department, gives a total cost of $4,020.36 for the circulation department, and $6,740.75 for the advertising department. The total cost of producing the newspaper for a year was $10,761.11, divided by 716, the number of pages issued, gives a page cost of $15.03. The inch cost for advertising was 15.9c and the circulation cost $2.12.

For general use, however, I would recommend the more simple method outlined by our committee and by this plan I get the following data:

| | |
|---|---|
| Total cost for year | $10,761.11 |
| Add 25% profit | 2,690.28 |
| | $13,451.39 |
| Less Legals, Locals and Subscription | 4,205.99 |
| Divided by 36,547 inches | $ 9,245.40 |

Selling Price .....25.3c Per inch.

The following is another Class A paper:

| | |
|---|---|
| Total Cost for year | $ 7,951.86 |
| Add 25% Profit | 1,987.96 |
| | $ 9,939.82 |
| Less Legals, Locals and Subscription | 3,365.44 |
| Divided by 27,140 inches | $ 6,574.38 |

Selling Price .....24.5c Per inch.

The following is a Tri-weekly Class A paper with large circulation, which published last year 1134 pages:

| | |
|---|---|
| Total cost for year | $15,018.56 |
| Add 25% Profit | 3,753.89 |
| | $18,772.45 |
| Less Subscriptions | 4,680.00 |
| Divided by 56,253 inches | $13,092.45 |

Selling Price .....23.3c Per inch.

The following is a Class B paper which has small subscription income but had large income from county printing:

| | |
|---|---|
| Total cost for year | $ 5,786.46 |
| Add 25% Profit | 1,446.61 |
| | $ 7,233.07 |
| Less Legals, Locals and Subscriptions | 4,020.81 |
| Divided by 16,748 inches | $ 3,212.26 |

Selling Price .....19.2c Per inch.

The following is a Class B paper which carries an unusually large amount of display advertising for a town of its size:

| | |
|---|---|
| Total cost for year | $ 5,622.54 |
| Add 25% Profit | 1,405.63 |
| | $ 7,028.17 |
| Less Legals, Locals and Subscriptions | 3,125.32 |
| Divided by 25,092 inches | $ 3,902.85 |

Selling Price .....15.4c Per inch.

The following is the cost of one issue of a twelve page Iowa paper:

| | |
|---|---|
| Stock | $ 29.00 |
| Machine Composition (and overtime) | 48.60 |
| Hand Composition | 19.56 |
| Presswork | 10.50 |
| Ink | 1.50 |
| Bindery | 9.50 |
| Postage | 2.50 |
| Correspondence | 6.34 |
| Arbitrary charge to cover time of owner and office girl | 25.00 |
| | $152.50 |

These costs are based upon machine composition, $1.60; hand composition, $1.20; cylinder press, $1.50; bindery, $1.00.

The arbitrary charge in the above figures for owner's time, office girl and direct newspaper expense is, in my judgment, too low. On the other hand the publisher frankly admits that his cost system has not been in active operation for several years and I think I can safely say that his correct costs today would run materially higher than the basic hour costs used in arriving at the above costs.

The cost per page is a valuable thing to know when confronted with the question of adding additional pages to carry a peak load of advertising. Without this information the publisher is too apt to issue two or four extra pages, never knowing that the added advertising revenue may not cover half of the additional cost of production. The following are the page costs of some papers for 1916:

| | |
|---|---|
| Class A Paper | $15.03 |
| Class A Paper | $14.95 |
| Tri-Weekly (1134 pages) | $13.25 |
| Class B Paper | $12.11 |
| Class B Paper | $12.01 |

That you may not be mislead by the above page costs I would call your attention to the fact that the increased cost of production and tightening of the paper is very materially increasing the page cost of most publishers for 1917 Our own page cost has jumped from $15.03 for last year to $18.40 for the first five months this year. Another Class A paper's costs have increased from $14.95 to $17.51 for the first four months this year. The only data I have on a Class B paper shows an increased page cost from $12.01 to $15.19 for the first four months this year.

Another very vital thing to be considered in the making of an advertising rate is the cost of ad composition. This naturally varies in different towns and runs the highest usually in towns where the merchants follow the large city advertisers in heavy copy. Ad composition with us cost 8.9c an inch in 1914; 9.1c in 1915 and 8.2c in 1916. The customary charge is 5c an inch for ad composition but there are few country publishers who can produce it for that figure and we have found it just as easy to get 10c an inch as we formerly did 5c.

And now as you are about to close this profitable convention, I trust that you will carry home with you one question; a question which will not down until it has been accurately answered: "What does it cost me to produce my country newspaper?"

# Editors Unveil Tablet in Honor of B. B. Herbert

(Reprinted from the Red Wing, Minn., Daily Republican, July 9, 1917.)

## Newspaper Men From All Sections of Country Attend Exercises

## Exercises Held at Auditorium

## Founder of National Editorial Association Breaks Down When Responding

Sunday was a great day for Red Wing. It was also a great day for the National Editorial Association but to Col. B. B. Herbert, loved and adored by newspaper men thruout the country and thousands of others who know him it was the greatest day of his life. The occasion was the unveiling of a bronze tablet on The Republican building in honor of Mr. Herbert, founder of the strong Editorial association. Editors from all parts of the country were Red Wing's guests, during the morning and early afternoon arriving here on the morning trains. From the time of their arrival until their departure, every minute of their time was taken up.

A GROUP OF EDITORS, THEIR WIVES AND FRIENDS AT THE DEDICATION OF THE MEMORIAL TABLET IN HONOR OF B. B. HERBERT, RED WING, MINN., JULY 8, 1917.

Those numbered are: 1. President E. H. Tomlinson of the N. E. A., Morristown, N. J. 2. Hon. Jens K. Grondahl, Editor Red Wing, Republican. 3. B. B. Herbert. 4. President-elect H. C. Hotaling, Mapleton, Minn 5. Geo. Schlosser, Secretary, N. E. A., Watertown, So. Dak. 6. Benj S. Herbert, Chicago. 7. J. Byron Cain, Treas. N. E. A., Belle Plaine, Kans. 8. Geo. E. Hosmer, Past Pres. N. E. A., Denver, Colo. 9. J. E. Junkin, Past Pres. N. E. A., Miami, Fla. 10. W. R. Hodges, former Treas. N. E. A., Sleepy Eye, Minn. 11. F. J. Meyst, Entertainment Com., Minneapolis, Minn.

The union religious services, which opened the formal program at the Auditorium, were well attended. Following the regular church ritual, Dr. George A. Hubbel, president of the Lincoln Memorial University at Cumberland Gap, Tenn., gave an inspiring and scholarly sermon, taking as his text, "The Kingdom of God is Within You."

### "Need Guidance"

"The kingdom of God is within each one of us but we don't all find it easily,' he said in his opening remarks. "We look here and there and move about unmindful that the making of a heaven on earth is within our power. We are all children moving on toward the Great Eternal and the hand of God gives us that guidance so vital to our well being.

"The leaders of men have a great responsibility placed on their shoulders in these storm-tossed days when the nation is learning a thousand new lessons a month. A man must be free. His shackles must be broken and his soul must be free to aspire and climb if life is to be what the Creator intended it should be. We want the kingdom within us marked by this matter of aspiration. In this great country of ours everyone is free to grow. We are coming to a new interpretation in our religious and educational life in which the whole world is holy. The earth is sacred ground with the touch of the divine spirit moving over us. It has been laid out before us and we are agents of the Almighty set here to work out His will.

### "Heavy Responsibility"

"You men, editors and leaders of the people, upon you rests the responsibility of leadership. To you comes the opportunity to see farther and to spread the truth thruout the land. There is a great transformation for the better going on and to you is given a great opportunity to hasten this. I am hoping that those who write will write more keenly, see more clearly and think more wisely. We have heard much about the shackles being struck from

four million slaves as a result of the Civil war but do you realize that thruout the country today there are other forms of slavery that are just as bad if not worse? It is the duty of the newspapers to help bring about the unshackling of these modern slaves. We must find a new way of living that will set the people free.

"The American people have always met the test and I know when they are made to realize the need of changes in our life that they will answer with a mighty response that will sweep away those evils which now threaten us. The tide is coming in. The waves may be defeated but the tide is certain to come in. The call of the city is touching every heart. It means that this young man and that are going to sacrifice their lives, if need be, for their fellows. The city is one great center of power. The call of the city is all about you as is the call of the country, with its millions of living and breathing things, and the call from across the sea.

"We are far from God, a good many of us, but He calls and calls. We must go about our everyday business of life. It's part of the great preparation. We cannot help but hear the call of the Infinite. We must reach out for the hand of our Father for He guides us all the way."

### Money for Red Cross

An offering for the local Red Cross chapter brought in the sum of $41. The singing of "America" and the benediction brought the religious services to a close.

The editorial program followed immediately, Mayor A. F. Pierce welcoming the editorial party and assuring them that the city was theirs during their stay here. "On behalf of the city of Red Wing I want to extend you a hearty welcome" he said, "and to dear old 'Ben,' on behalf of the few old friends yet remaining, a welcome back home. Mr. Herbert left Red Wing with the most sincere regret of everyone and he has retained the esteem of all to this day."

"Why Minnesota and the Nation Love Col. B. B. Herbert" was the subject of an address by H. C. Hotaling of Mapleton, Minn., vice president of the association, which follows in part:

### Owe Much to Herbert

"Thruout this land of ours there are today hundreds of young men following journalistic pursuits whose lives and works have been influenced for good by that veteran journalist whom we have gathered here today to honor," he said. "Their breadth of vision, their insight into life as well as their knowledge of the newspaper business have been broadened because of having known this grand old veteran of the press whose voice and pen for nearly fifty years have been an inspiration to old and young. He has builded wisely, on the rock of life itself, by instilling into the lives of America's young journalists the doctrine that service to humanity, to their fellow beings, is really that which counts most. His life has been one of genuine uplift to the cause of journalism and thru his intelligent and well directed efforts the profession has been raised to a higher standard than ever before in the world's history.

"Father Herbert has been a benefactor of his race. His advice, consul and instruction have ever been of an uplifting character, presenting the value of community and cooperative effort, and this beautiful city gives ample evidence of his pioneer work, for in no other city in Minnesota can be found such grand illustrations of brotherhood as those to be found in Red Wing. His loyal, patriotic editorials, given each month to the publishers of the land, have gyrated out further and further in their circle of influence until they have fairly burned their way into the life and character of millions of our people.

### "Father and Advisor"

"Father Herbert has indeed been a friend and father advisor to every young printer and publisher who has knocked at his sanctum for information or advice. In fact I can easily imagine and picture that he must have been the man Harold Bell Wright, author of 'That Printer of Udell's' had in mind when he penned the dedication to that interesting volume. 'That friend whose life has taught me many beautiful truths, whose words have strengthened and encouraged me to live more true to my God, my fellows and myself. Who hoped for me when others lost hope; who believed in me when others could not; who saw good when others looked for evil.'

"The life and ideals of Father Herbert have been an inspiration to every member of the National Editorial Association and we are indeed pleased to have an opportunity to visit his old home town and here, among his old friends and neighbors, add our testimonal of love and esteem, for today to Father Herbert Red Wing is the brightest spot on earth.

"And there is something real and abiding in the hearts of every member of this association for its venerable first president who has been spared to us so many years. We all love Father Herbert and we are indeed glad to have an opportuniy of saying so, in expressing our esteem and affection. He is indeed my friend and your friend, the friend of every man who is endeavoring to be of service to his fellowman in this life."

Mr. B. B. Herbert's Boyhood Home at Hay Creek, three miles from Red Wing, Minn. This picture was taken Thursday, July 12. Underneath the boards may be seen the old wooden logs which formed the exterior when "Father" Herbert was a boy.

E. H. Tomlinson of Morristown, New Jersey, president of the N. E. A., spoke on "Why We Dedicate This Tablet to Honor Col. B. B. Herbert" in part as follows:

### People United

"Altho we have been here but a few hours, we know you already as dear friends. I believe this to be because all in America are drawn together by a common bond. Wherever we live, whether it is in the East as I happen to, where the great Atlantic rolls, or here in North where fields of wheat billow and ripen, or wherever it may be, wherever float those Stars and Strips we are united in closest fellowship.

"I wish to thank your good mayor, on behalf of the association, for his fine words to us, and to express our appreciation to you for the courtesy shown us this beautiful Sabbath morning in giving us opportunity to see your

wonderful little city, nestling among the wooded hills, along the noble Mississippi. I understand, you consider it the most beautiful city in all this great northern section.

"I am asked to tell you 'Why We Dedicate a Tablet to Honor Col. Herbert.' This is a subject that could be treated at length but, fortunately, also one that can be described in a few words. Its basis is the value of organization. No body of business people can accomplish their best except thru association and the founder of an association is therefore worthy of special honor.

"I am not surprised when I learn that Father Herbert grew up as a country boy near here and started his business life amid these beautiful surroundings that he was inspired to doing greater things, but I am surprised that he had the ambition to break away from the delightful opportunities for service he found here to take up the untried, harder work of a greater field.

"What he has done for the newspaper people of America, in forming this organization, as its first president, in counseling its officers since, and in guiding its affairs cannot be estimated, but he has fought a good fight and he has lived to see us gladly meet to give some little recognition of what we know it means to us.

ARTIST AT WORK UPON BRONZE TABLET DEDICATED TO BENJ. B. HERBERT AT RED WING, MINN., JULY 8, 1917

**"Esteemed and Loved"**

"Not only this I see on the program that you give Mr. Herbert the title of Colonel. But the title by which I always think of him is 'Father' Herbert. It is partly because like the Father of Waters, along which he first worked, he is great in achievement. Partly because like Washington, 'the father of his country,' he is founder of this association, but also because his qualities of heart and soul have made him seem like a father to all of us and we esteem and love him as such.

"The pioneer has always the hard lot. It is those who follow who reap the great benefit from his breaking of the virgin soil. Father Herbert was the true pioneer.

"But we must not be content to stop here at Red Wing to pay this tribute and then go on and forget about it. After all, we can pay Father Herbert our greatest tribute at Minneapolis by taking this Association,

which is his child, and make of it a giant for the benefit of newspaperdom."

**Herbert Responds**

Overcome by emotion, Col. Herbert was unable to speak for a time when he attempted to respond to the addresses of the officers. Tears streamed down the face of the pioneer newspaper man and his voice broke. As he arose to speak the entire audience rose to their feet and cheered him for several minutes.

It was with difficulty that he regained his composure. "Red Wing has always seemed as my home. It was here that I formed my early acquaintances and where I was forced to surmount many difficulties. I have done

Mr. B. B. Herbert Dr. Geo. A. Hubbell
Mrs. Benj. S. Herbert

At Minnehaha Falls, Monday, July 9, 1917. This is probably the last picture especially taken of Mr. Herbert. A few hours after the happy occasion he was stricken at the University Farm Pavilion.

what I could, with the limitations about me but not half what I would. My greatest desire has been to be of service to those about me. This ambition came to me as the result of training I received in the old Methodist Sunday School here half a century ago. Those who ever accomplished anything have done so thru serving others."

Here Mr. Herbert spoke of the early struggles in Red Wing's industrial life and how the foundations were laid for the big manufacturing plants of which this city now boasts. It was thru The Republican of which he was editor in the early days, Mr. Herbert declared, that he was able to accomplish much of the work which he carried on here. "Red Wing owes much to The Republican. I am proud of the man who now directs the policies of the paper. Thru his unselfish devotion to the city he has accomplished great things for Red Wing. While he may have made mistakes his sincerity of purpose, indomitable will and his desire to be of service have had a great deal to do with making Red Wing what it is. You people owe him your undivided support."

A beautiful copy of a painting of Mr. Herbert was presented to The Republican by Dr. Geo. A. Hubbell of Cumberland Gap, Tenn., on behalf of Father Herbert.

**Gift Accepted**

Jens K. Grondahl accepted the gift for The Republican and declared that the picture would have a place of honor among those of former editors of The Republican which now adorn the walls of the editor's office. Among them are those of Col. Colvill, hero of Gettysburg, General Jennison and Governor L. F. Hubbard, all of whom played prominent parts in the history of the state and nation. Mr. Grondahl stated that he had received much inspiration from the life of Mr. Herbert. "I always have considered Mr. Herbert as the real editor of The Republican, for even tho he does not live among us, his unselfish devotion to his duties, his love of fellowman and his unceasing energy in fighting for the right have set an example for the present editor which he has always tried to follow. While The Republican may have made mistakes, it has always been and will continue to be our aim to make the paper of service to the community and to promote every-thing for the best interests of all."

"America, My Country," the new patriotic song dedicated to the occasion by Jens K. Grondahl, the author, and E. F. Maetzold, the composer, was exceedingly well given by Madame Olund's chorus of mixed voices. The singers were from Madame Olund's pupils and altho few had rehearsed the song more than one evening and none more than two evenings, until they met at the Auditorium Sunday morning, they sang the number beautifully, reflecting the splendid previous training these singers have received in recent months under her painstaking direction. Many of the visiting editors, after hearing this patriotic song, commented enthusiastically and made complimentary inquiries with regard to Madame Olund.

**Unveil Tablet**

After the singing of "The Battle Hymn of the Republic," the audience adjourned to The Republican office where the tablet was unveiled and photographs taken of the occasion. Later a cafeteria lunch was served at the Co-operative building. The visitors departed for Minneapolis at about 2:30 o'clock.

## Died At His Post

By James Schermerhorn, Detroit, Mich.

"It was inspiringly fitting that the silence of mortality should fall upon your beloved publisher while on duty in the field.

"Always a battler for what was upright and just and of good report in printing and in journalism, his friends prefer to think of him as going down with his harness on.

"For a long stretch of years his presence, benign and patriarchal, has been a cherished feature of the foregatherings of national and state bodies related to the crafts he loved.

"He kept the faith, fought a good fight, and all who have sat under his tender invocations at conventions or felt the blessing of his blameless life in other ways and times rejoice that there was waiting for him a crown of glory in that Otherland, beyond the sighing and the weeping."

# "Father" Herbert's Last Three Days

It is the lot of few men to know that their efforts are appreciated. It was, however, the good fortune of Benjamin B. Herbert. There are reasons for the unusual circumstance. Beside the fact that the praise was unquestionably merited, must be placed the other: the men and women for whom he worked were, and are, of a type which apprehends the verities of life.

In their own places, when successful and living up to their opportunities, these promoters of good works are themselves serving the present age, and in their work with and for others, come quickly to appreciate the true man from the pretender.

**July 8th at Red Wing**

Sunday, July 8th, was a day of triumph to the silver-haired patriarch. The chosen of the race took him up onto a high mountain and showed him the promised land. From years of toiling in the valley, ever and anon passing over rose-strewn paths, he was told, by those who loved him for what he was and had done, that he had molded the thought and purposes of a nation. In founding the National Editorial Association, he was credited with having done more than any other person to cement the sundered sections of the country together.

A representative of the community in which he had his early visions of service spoke briefly, but eloquently, of the high regard in which he was held by every resident. The speaker said, "Mr. Herbert left Red Wing with the most sincere regret of every one and he has retained the esteem of all, to this day."

A spokesman of the hundreds of newspaper men of the State of Minnesota in which he labored as a young man, said:

"Father Herbert has been a benefactor of his race. His advice, counsel and instruction have ever been of an uplifting character, presenting the value of community and coöperative effort, and this beautiful city gives ample evidence of his pioneer work, for in no other city in Minnesota can be found such grand illustrations of brotherhood as those to be found in Red Wing. His loyal, patriotic editorials, given each month to the publishers of the land, have gyrated out further and further in their circle of influence until they have fairly burned their way into the life and character of millions of our people."

Still another, who represented those who have much to do with moulding the thought and destinies of the greatest republic the world has known declared:

"What he has done for the newspaper people of America, in forming this organization, as its first president, in counseling its officers since, and in guiding its affairs, cannot be estimated, but he has fought a good fight and he lived to see us gladly meet to give some little recognition of what we know it means to us."

The words were fraught with prophetic meaning. Little did those who heard them realize that within the space of three short days the snow crowned leader would be called to join the hosts of those who have gone to realms beyond the skies.

Trembling with emotion, with tears streaming down his face, the ready speaker of numerous occasions, haltingly approached the front of the platform.

The entire audience arose to greet and cheer him. He tried to speak, and, finally recovering his composure, did so. Among other never to be forgotten phrases were these:

"I have done what I could, with the limitations about me but not half what I would. My greatest desire has been to be of service to those about me. Those who ever accomplished anything have done so thru serving others."

The president of a university for the poor whites of the mountains of Kentucky, Virginia and Carolinas, itself a memorial to the great Lincoln, in presenting a portrait of Mr. Herbert to the present editor of the newspaper which he founded, related briefly the story of Mr. Herbert's 20 years of service as a director of that institution. He declared, with deep feeling, that the convincing sincerity of the beloved apostle of service had left an impress for good upon the school that is to be everlasting, that his suggestions and words of counsel had been of incalculable value

The trustful children of the mountains consider him "a fine man, noble and strong, with a great heart and a far vision."

In acknowledging the gift, the editor said he had received much inspiration from the life of Mr. Herbert and continued, "I always have considered Mr Herbert as the real editor of The Republican, for even tho he does not live amongst us, his unselfish devotion to his duties, his love of his fellowman and his unceasing energy in fighting for the right have set an example for the present editor which he has always tried to follow."

A song, "America, My Country," affectionately dedicated to Mr. Herbert, was then sung by a choir and the audience moved out of the auditorium to the local newspaper building, a few steps away. The tablet of enduring bronze was then unveiled and the ceremonies of the day closed.

Like Moses of old, from Pisgah's mountain height, the aged seer of the present, surrounded by his children, all of whom delighted to honor him as "Father," was swirled into the stream of events which carried him to the Stygian shore.

He was urged to join the reunion of relatives at a dinner and to spend the afternoon quietly visiting but no, he must follow the paths of duty. He dined with his fellow editors and then journeyed with them to the convention city. The remainder of the evening he spent in renewing interrupted acquaintanceships.

**July 9th at Minneapolis**

The next day was a busy one for "Father" Herbert. After opening the convention with an invocation, calling upon the Almighty to counsel the brethren of the press in their discussions and pressing the urgency of divine guidance in all undertakings, he resumed his place.

He eagerly followed the words of each speaker, and became enwrapped with concern for the success

of this 32nd annual gathering of the leaders of the people. Meeting other friends, and consulting with officers of the Association, he hurried to luncheon with the three members of his family. Jovial, as always, chatting happily of recent events, he joined the party for the trip to Minnehaha Falls. Arriving at the Falls he descended the steps and admired the picturesque beauty of the surroundings. He climbed the hill and boarded the waiting car for the journey to the University Farm.

After walking about for some time thru the University grounds the visiting editors and friends seated themselves upon the grass under the overspreading trees and listened to speeches by those who sought to be the hosts of the gathering next year. The company was then escorted to the stock pavilion.

Shortly after seats had been secured Mr. Herbert complained of feeling ill. He was helped to an

Born May 3, 1843. Died July 10, 1917.

open window. The air was humid and stifling, with no breeze to afford relief. The tired man, bent with years, nervously exhausted, completely collapsed, losing consciousness in a faint.

Help was called for. No physician could be found. Ready hands, applying cold water soon brought a restoration of consciousness. But he was weak and had to be carried to a waiting automobile. On the way to the local hospital he repeatedly expressed his chagrin at causing what he called a "commotion." He was unable to walk. Two strong men carried him to the room where he was doomed to expire.

The hurriedly-summoned physician arrived and averred that recovery was practically assured. A trained nurse was engaged and the counsel of the head nurse was followed by the cheerful, joking patient. Nature's sweet restorer, sleep, brought a demand for food.

**July 10th at the Hospital**

The physician called again Tuesday morning and was still more encouraging in his announcements. A friend and relatives called later and expressed their pleasure over the advance in health and strength. No one dreamed that the hour of the contented man's dissolution was drawing near.

With his devoted wife constantly within call, with willing hands anxiously desirous to be of service, he was in good care. Three times during the day he had casually remarked that tho he did not expect to go at this time it would be an appropriate occasion for his departure. Often he had previously expressed the wish that he might "die in the harness."

Happy in his conversation thruout the day, solicitous of the comfort of others, eagerly desirous of knowledge concerning the convention, he chafed good naturedly at the restrictions. He wanted to rejoin "the boys," as he called them. At one time he voiced his appreciation of the kindly attentions of those in charge by saying that he was not so sure that he cared to leave,—that he might be easily persuaded to stay longer.

At about six o'clock Tuesday evening the patient was suddenly stricken with severe pains near the heart. A physician hurried to the bedside, two nurses followed every instruction but the patient, valiantly struggling to overcome the severe attack, finally moaned in defeat. He had succumbed to a hemorrhage.

With wife, son and daughter at his side he passed slowly into the great beyond, to that undiscovered country from whose bourne no traveler returns.

# Tributes to B. B. Herbert

The many tributes paid to the memory of Mr. Herbert are aglow with warmest sentiment but the surviving relatives feel that none contain a truer estimate of his character and life-purpose than the one penned by Hon. Jens K. Grondahl, the present editor of the Red Wing, Minn., Daily Republican, which appeared as an editorial in the edition of that paper dated Wednesday, July 18. It is as follows:

Benjamin B. Herbert, affectionately known among the newspaper men thruout the Nation as Father Herbert, has passed away. He died as he lived—a God fearing, hard working man—in the midst of the activities of his great work, successful, beloved and honored. With his last words he asked that the convention of the National Editorial Association, whose founder he was and the sessions of which he was attending when the final summons came, continue uninterruptedly with its discussions for the upbuilding of the craft to which he had dedicated his life. His work was completed. He had undertaken a great enterprise, he had planted the seeds and seen the fruition. He had lived to see his work recognized—a joy and privilege that come to few men.

"The Republican owes a great deal of its success to Mr. Herbert. He was one of the big men who guided the destiny of the paper in its early days. He founded the evening edition of the Republican the same year that he founded the National Editorial Association, in 1885. He was always constructive, always looking for an opportunity to build up something that would benefit the Community the State or the Nation.

"The unveiling of the memorial tablet in Red Wing on the last Sunday he lived was a crowning honor to his life work because it was an expression of the love and the recognition of the great national organization that he founded and fostered—a tribute to his services for his fellow men.

"In his last public address, at the Auditorium, responding to the tributes paid him, Father Herbert opened up his heart beautifully and showed his lovable character. The keynote of his address was service for others, unselfish devotion to duty, living for fellow men instead of living for self. This soulful address expressed his life, his aspirations, his accomplishments, his religion—his all.

"Red Wing and Minnesota mourn the death of one of its grand old men and so does the Nation. His memory will ever be an inspiration to all who have come under the influence of his personality or his pen. Blessed be his memory."

### Words of Appreciation from Old Friends and Neighbors

The friends of Mr. Herbert's younger days at Red Wing speak eloquently of the traits which the editorial fraternity of the United States later came to recognize. Many of those with whom he had been intimately acquainted have passed on. The judgment of those still alive has ripened with their years but the same strain of high appreciation manifests itself in all of their expressions:

C. S. Sultzer—"I personally owe more to Father Herbert than to any other man for he really was a father to me at the time of my life when I most needed one. Twelve of the best years of my life were spent working with and for him, when I learned to know and love him. He had no personal needs and a dollar was only of value to him for the good he could do for others with it. To me he was the greatest man who ever lived and I shall always think of him as such."

N. Halvorson—"As an employe of Mr. Herbert for several years, I consider him as the highest type of man, who had a fatherly concern for all his employes, and who was a great benefactor to Red Wing."

John H. Webster—"I worked for Mr. Herbert for a period of three years some thirty years ago. In that time I learned to love and respect him. He was the finest man I ever knew. You cannot say too much about his character."

Mayor A. P. Pierce—"When I was a boy Ben Herbert was a father to me. He was always just the same true-hearted man, whom I have always looked up to as the best example of what a man should be. He was the kind of citizen every one liked."

C. H. Boxrud—"I knew Mr. Herbert as a gentleman of the first order. He was highly respected by everyone who made his acquaintance."

F. A. Carlson—"From boyhood up, Col. Herbert was my friend. His character was unblemished. Red Wing has never had a more progressive, energetic and sincere citizen."

Mrs. J. W. Northup—"We all thought a great deal of Col. Herbert. He was the finest type of man. The people of Red Wing could not bear to see him go when he severed his business connections here to go to a larger field. His services in Red Wing were of an exceptional nature and meant much to the people and the city as a whole."

Mrs. Sarah E. Hasler—"During my Hamline school days I had a splendid opportunity to become acquainted with Mr. Herbert. He was a fine student who had the highest regard of his schoolmates and the faculty. In later life when he took an active interest in local affairs he was one of the best beloved men in the city. His character was unimpeachable and his life was one of true service."

Mrs. T. K. Simmons—"News of Mr. Herbert's death comes as a shock to me. He was very kindly and in his newspaper work his criticisms were always just. Gentle in spirit, he was the type of man who was careful not to offend anyone and quick to help those who needed assistance."

H. P. McIntire—"Ben and I were classmates at Hamline and I knew him intimately. One cannot say too much in favor of his sterling character. He was a man among men."

Hon. F. M. Wilson—"Ben Herbert was a long, old-time friend of mine. I last talked with him in Minneapolis on Sunday afternoon. From school days up I have always been a staunch admirer of Father Herbert. I had the highest regard for his ability, his integrity and his Americanism. He was a strong, loyal and true man in every sense of the word."

C. A. Rasmussen—"Benjamin B. Herbert was a man of sterling worth and unimpeachable integrity, actuated at all times by the most noble impulses. As a citizen of Red Wing he was at the front in every movement designed to advance the material and moral interests of the community, and his contribution thereto was no small one. Afterwards, his influence extended into the community and eventually thruout the nation, and here, as in the community, he was a power for good. A model husband and father, a true citizen, we feel that one whom we could ill spare has passed to his reward."

### Messages from Members of National Editorial Association

Members and officers of the National Editorial Association have repeated what they had often expressed, in many kindly forms, while the good man lived. They often presented flowers to him while living and their sweet perfume inspired him in his work.

It is impossible to present all of the tributes in printed form. A few must suffice.

President E. H. Tomlinson, N. J.—"As the founder of the National Editorial Association, its first president and mentor, and as a pioneer in modern journalism for the country press of America, Past

President B. B. Herbert filled a place that should keep his memory green in the minds of newspaper men for all time. We all loved and revered him because of his kindly nature, his whole-souled friendship for newspaper people, and for his readiness at all times to be of service. Many times during my year as president I have heard from him with offers of assistance. It was never any idle expression, but was ever backed up by performance. Our acquaintance, begun at the convention in Colorado, will always be one of my pleasant memories, and I am glad to have this opportunity to bear witness to the attachment I had for him and to the benefit I believe his life has been to hundreds of publishers whose business has been aided by the help secured thru the National Printer-Journalist and to whom the ideals it has set forth have been an inspiration."

Past President G. E. Hosmer, Colorado—"I know that the first and greatest lesson I have learned from Father Herbert was 'service'; service to the community, service to the state and service to all mankind.

"I remember with keenest pleasure a conversation I had nearly twenty years ago with him on this subject. It was at one of the first meetings I ever attended of the National Editorial Association. I was a struggling young newspaper publisher from the west, and was seeking wisdom from the founder of our organization. I asked him what he thought was the most important thing for a young newspaper man to do to make his newspaper venture a success. He instantly replied, 'The most important single thing you can do to make your paper successful is to help your community. Give real service to every worthy object, and real service will make your newspaper successful.'

"When I look back over the twenty year's acquaintance with Father Herbert I am sure the greatest lesson we can get from this association with him is that the only life worth living is a life of service to our fellow man."

Past President Lee J. Rountree, Texas—"Father Herbert is not dead but lives forever in heaven. I met him the first time in Chicago in 1893, when the National Editorial Association met there. Since that time his work and his life has been an inspiration to me. More than once during the years out of the fullness of his great heart he has said to me: 'If our association had been organized in the sixties there would have been no war between the States.' He held that if we had known our true destiny there would not have been the great fratricidal conflict where friend met friend on the battlefield. He founded our beloved association in New Orleans, the Southland — and fell asleep in his adopted state. Let us reconsecrate our lives to our work and perpetuate our association, taking up the work he founded. Thanks be to God, Father Herbert is not dead, for it is written that the pure in heart shall dwell in heaven forever. Farewell, dear friend, until we meet again, 'where no storms ever beat on the glittering strand and the years of eternity roll."

Past President R. E. Dowdell, S. D.—"Twenty years of close acquaintance and fraternal fellowship with Benjamin B. Herbert, the beloved and honored founder of this association, have left a lasting imprint upon my life as a citizen, as well as a newspaper man. He was ever an inspiration to its members.

"No member ever attended a meeting who did not return to his sanctum more determined than ever before, by reason of personal contact with him, to be more considerate of the rights of others, to be more generous, more just and more accurate in all things he would record and publish in the future.

"Let us as members emulate his noble traits and may our love for him so stimulate us that this association may weather the storm that this cruel war has cast upon hitherto placid waters and steer our fraternal bark clear of those rocks upon which other organizations have been shipwrecked, and finally add to our list the members of the craft of every state, as was his hope.'

Past President J. E. Junkin, Florida—"When we think of B. B. Herbert in connection with the National Editorial Association, the patriarchal title of 'Father' comes naturally to our minds; but when we consider his personal touch with us as individuals, the endearing term of 'friend' more nearly expresses our relationship.

"He answered accurately the description of a true friend—'One who knows all about you, and is still your friend.' He knew both sides of the newspaper worker—his weakness as well as his strength, his yielding to sordid temptations as well as his victories over self, his bad sides as well as his good.

"—And was still our 'friend.'

"He died in 'a cause,' just as truly as those who perish at the cannon's mouth. His last work, his last writings, his last public utterances were for a brighter, saner, cleaner national life thru a journalism of high ideals.

"'He gave to the world the best that he had, and the best came back to him' in the form of love of friends, appreciation of neighbors and the tributes of respect and esteem from the newspaper workers of the nation."

By Arthur E. Pierce, former Secretary N. E. A., Los Angeles, Calif.
(Addressed to Mrs. Herbert.)

"I can hardly find words to express how shocked and grieved I was when I saw the brief dispatch in one of our papers announcing the death of your dear husband and my old time and greatly beloved and esteemed friend.

"I am sure that the sudden and wholly unexpected announcement must have carried a pang to many, many hearts throughout the printing and publishing fraternity of our broad land, for no man in it was more widely known or better beloved than 'Father Herbert.'

"I am only one of the many, but my high regard and fraternal affection for him was second to none. It will always be a pleasure to me to remember our last meeting and parting—at the time when the association met in Los Angeles.

"During the years that I was an active member of the N. E. A. we became very intimate, and especially during the years that I served as recording secretary. And ever since my retirement we have kept in touch with each other thru occasional correspondence. In a little less than four months I shall have passed my four-scoure mile-stone. Am living a retired life and we old folks are proverbial for 'living in the past.' Our minds dwell much on by-gone days. Among the pleasantest of my memories are those when recalling to mind meetings and journevings with the National Editorial Association and one can never think of those times without thinking of the association's founder and 'main spoke in the wheel.' I am sure that he will be greatly missed in any meeting they may have hereafter.

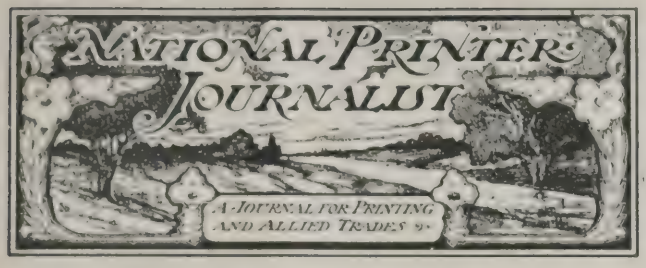
"You will be receiving many letters of condolence and sympathy from the hosts of your and the Colonel's friends, thruout the land, but I want you to know that there is one old friend away out here on the Pacific Coast who desires to add his sympathy to the many others.

By Fred A. Dibble, New York City.

"I was sorry to learn of your father's death.

"He will be missed from conventions as an ancient land mark. His quiet, dignified and unobtrusive manner always proclaimed him to be the fine gentleman that he was..

"You will have the sympathy of the entire publishing fraternity in your great loss."




RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN S. HERBERT - - - - - - - - - Editor
WILLIAM E. HERBERT - - - - - - - - Business Manager

Official Paper of the National Editorial Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO ILLINOIS AUGUST 1917

The National Printer-Journalist policy of the future will be of the same serious purpose that has always been its principal characteristic. Tho it is not a magazine from which readers will get much light entertainment or amusement, there is a strong probability that the pages will be of a lively, inviting nature. Men, even printers and newspaper makers, are human after all—and they "balk" at reading what appears to be "dry."

Ofttimes they fail to search for valuable truths that are hidden away in a few hundred words The future reader, then, will note that thruout the pages "one increasing purpose runs," namely: to present ideas and suggestions in a manner to insure their reading; that "the thoughts of men may be widened with the process of the suns."

The attempt will be made to convince more owners of newspaper-printing offices that they can well afford to support an independent trade journal whose views are unbiased by prejudice, the publishers of which have no "ax to grind." The ambition is to so counsel, urge and inspire that every consistent reader may become blessed with this world's goods and likewise store up treasures of satisfaction that are often the fondest possessions of those who have served their fellow men.

Greed for gain is not, nor should it ever be, a characteristic of the disciples of Franklin. He it was who said when urged to take out patents upon his inventions: "As we enjoy great advantages from the inventions of others, we should be glad of an opportunity to serve others by an invention of ours, and this we should do freely and generously."

The National Editorial Association will find its official organ always ready to respond to every emergency. The Association has given such an astounding account of its usefulness the past year that the mere recounting of what has been done by the Legislative Committee ought to send the membership bounding up towards the 5,000 mark. Newspaper men like to be "shown." When they are, they respond.

Their action in the present premises by no reasonable construction should be otherwise than encouraging to the officers. The presidents and secretaries of all press associations no matter how small their membership, owe it to those who have placed them in authority to pass the intelligence in regard to the practical usefulness of the National organization along and in the passing not to fail to collect the incidental fee which will oil the cogs of the machinery.

The National Printer-Journalist believes in giving the utmost service to its constituency. It will preach service all of the time and earnestly endeavor to practice what it preaches. No printer, no publisher, no employee in any department of the art preservative of all arts can possibly attain the highest degree of permanent success without giving better service for the money return that the commonalty of plodding, indifferent members of the calling who are content with their lot or who foolishly labor under the delusion that they are shackled to present embarrassing restrictions.

The newspaper man and printer who has the spirit and willingness to rise has a future just so surely as the industry itself has, but the primal requisite is an impelling desire to serve, to render a little more value than seems necessary, to work gladly and enthusiastically while others loaf, gossip or play, to labor a few minutes beyond the hour, when others are hastily leaving to be out of the shop by "quitting time."

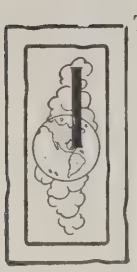
He who serves best lives the most and derives the greatest pleasure out of living.

This journal is earnestly hopeful of becoming the leading exponent of that branch of the graphic arts industry whose members are owners of newspaper-printing offices. It confidently believes that those who are, happily, possessors of newspapers, with job or commercial printing departments, are engaged in the most interesting business that occupies the minds and energies of men.

There are a number of ways in which one may translate his interest in a trade paper whose history of nearly a third of a century has proved conclusively that it is published primarily for the welfare of the newspaper-printing industry. To enumerate would insult intelligence. Give us your hand!

# Thirty-first Annual Convention of the United Typothetae and Franklin Clubs of America

## Congress Hotel, Chicago, September 17, 18, and 19, 1917



IT should be understood by all members of the United Typothetae and Franklin Clubs of America that, in conformity with the policy established previous to the holding of the last Atlantic City Convention, it is the endeavor of those responsible for the affairs of the Organization that the convention of the United Typothetae and Franklin Clubs of America be less of an entertainment and more directly devoted to the business of the industry. Pursuant to this policy, convention cities are selected without regard to invitations from local Typothetae, the object being, is selecting a convention city, to do so with the thought that it be located to the greatest convenience and in such location as will secure the largest attendance.

It is no longer the policy of the organization to ask, or accept, entertainment from local Typothetae. It is the desire of the organization that local Typothetae be relieved of all responsibility in connection with any annual convention.

### Hundreds of Printers Are Coming—Are You?

Prepare to attend the Thirty-first Annual Convention given for the benefit of all employing printers, under the auspices of the United Typothetae and Franklin Clubs of America, at the Congress Hotel, Chicago, Monday, Tuesday and Wednesday, September 17, 18, and 19, 1917, and lend your efforts toward solving the problems confronting the industry today. The program is full of "meat."

What of the future? Your business demands that you consider most seriously "Conditions After the War." Take this opportunity of gaining information that will prove of great value later.

Rufus R. Wilson, Secretary of National Association of Cotton Manufacturers, will deliver an address on "Conditions after the War."

As this is to be a strictly business convention without entertainment features, a Convention Service Bureau will be maintained at the General Offices, Room 550, 608 S. Dearborn Street, Chicago, for the convenience of visitors in making advance reservations for desired forms of entertainment, or to serve in any other way. Come to Chicago in September.

"The Value of Service" cannot be overestimated. Lack of it has caused both hardship and failure in the printing business—here is an opportunity to get a few pointers on real service. Chas. H. Mackintosh, of the Stewart-Mackintosh Company, Duluth, Minnesota, will tell about "The Value of Service."

What is fair and just between "The Employer and the Employee" is a broad question. Does your attitude toward labor bring you satisfaction and a fair return? It will be interesting to hear what Magnus W. Alexander of the General Electric Company of West Lynn, Mass., has to say on the subject.

Dou you realize the great benefit you can gain by "Co-operative Competition"? It is a question confronting you today—better be ready to meet it in a co-operative spirit—here is the opportunity! Jos. A. Borden, the National Secretary, will give his view of the subject on "Co-operative Competition."

Any printer can take orders at a price but only a few are "hep" when it comes to making profitable business. Here is a chance to get real pointers on "Creative Selling." Brad Stevens, editor of Direct Advertising, will deliver an address on "Creative Selling."

"The Trend of Events in the Printing Industry"—past, present and future—some statistics and some prophccies—but all valuable information that will put more backbone behind your business. Chas. D. Heller, Vice-President Rathbun-Grant Printing Company, will deliver an adddress on "The Trend of Events in the Printing Industry."

Are you satisfied that your plant is perfectly managed and up to the greatest point of efficiency? Or do you want to know something more about "Management and Efficiency Methods"? Albert E. Buss, manager Front Rank Press, St. Louis, Missouri, will address the convention on the subject of "Management and Efficiency Methods."

### Notes from Headquarters of the United Typothetae and Franklin Clubs of America

The regular quarterly session of the Executive Council was held at the National office Friday and Saturday, July 20 and 21. Of reaching importance were several of the matters passed upon that relate to the activities of the forth coming Thirty-first Annual Convention.

Several pages covering revisions for the Standard Price List are being mailed to the users of this book.

The Price List Committe has in preparation many important changes in the book, all of which will make it more useful and in keeping with rising costs of production.

The National office is busily occupied in handling preparatory details to the National Convention, especial activity being prevalent in the Convention Service Bureau. This department has already provided inquiring employing printers with information regarding hotel accommodations and entertainment booked in Chicago for the period of the convention, information on transportation, etc.

To facilitate and make more enjoyable the trip to Chicago "mobilization centers" have been selected and printers are urged to communicate with the mobilization man in his respective territory. Already a number of these centers are organizing Pullman cars, and generous attendance is promised.

During the past few weeks, certificates on cost finding have been mailed to hundreds of printers who have submitted their statements of cost of production for the year 1916. This certificate is viewed as of great value by printers, for it is a testimonial indicating that the establishment possessing it is conducting its business along intelligent lines. The certificate will materially assist to prove that the costs entering into any given job are based upon correct lines, and will thus avoid and overcome disputes from any customer who might be inclined to take advantage of an otherwise difficult position. A number of letters reaching the National Office conclusively prove this.

The policy established by the United Typothetae and Franklin Clubs of America prior to the Atlantic City Convention of 1916 provides for a full utilization of the time of the convention and the talents of those attending, all in behalf of the problems that confront the printer in his individual establishment, the conditions that exist in the printing industry, and the many organization ambitions for the future. This policy will govern the Chicago Convention to be held September 17, 18, and 19. It is indeed appropriate that it should, in view of the serious tasks that at present confront our nation and the incidental effect upon all industrial pursuits.

# NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THE fact that the common reader cannot inform himself as to the identification of those who constitute the editorial staff of the average great modern daily newspaper, simply because their names do not appear printed anywhere within the sheet's columns, is, I am inclined to think, a deplorable deficiency.

How often have you and I read with enthusiasm the stirring editorial thoughts in our favorite daily and wondered and longed to know just who had written those lines?

There is but virtually one present-day editor, so far as I know, whose extraordinary force of talent has been sufficient to break thru this foolish veil of concealment, as it were, and become known to the world, and that is Arthur Brisbane. And I have often suspected that possibly some of the stuff in the Hearst papers accredited to that great editorial genius by an admiring public was penned by other less famous hands.

This absurd practice of the average daily newspaper of concealing the identity of its editorial writers is wholly inconsistent with the ethics of literature and journalism, which, ever since that remote day wherein independent thinkers first began to inscribe their thoughts upon paper, has dictated that the author's name shall be identified with his work—that he shall have full credit for his creation. From the author's standpoint it is an assumption of responsibility for that which he has written; from the public's, it is to "give the devil his due."

The proverb just quoted cannot boast of print-shop origin, as one might easily suppose, nor is it from the scriptures; but no less a literary master is its author than the immortal Shakespeare, who said about all there is to say of everything, anyhow. But the spirit of squareness expressed in the maxim is most conspicuously exploited in printing and its allied arts.

Accreditation of authorship is as ancient as human society itself. It is founded in that law of equity which concedes ownership thru creation. In literature its origin dates, I grant, contemporaneously with the introduction of writing and printing. Ancient authors attached their names or nom de plumes to their books and pamphlets, in the one case to assume accountability, as well as to assert proprietorship, and in the other to deceive as to source of emanation and thus escape consequences; but, as civilization and education advanced, the association of one's name with his literary product became essential in gaining both fame and fortune, thus spreading to other arts and trades.

Hence the painter placed his name upon his portraits, the sculptor marked his statuary, the engraver etched his name upon his plates, and even the architect, the sign writer, and the makers of tools and implements, and all the great army of producers, stenciled their names upon their work, until in these latter days nameplates, trade-marks, imprints, etc., are as numerous as the articles of wealth themselves, and more closely sought and depended upon by consumers than any evident feature of intrinsic perfection.

The accrediting of authorship, as I said, is an old idea, but, as intimated, too, it has certainly grown in popularity during modern times, as for instance, note that the illustrator's name now appears at the head of the magazine article, as well as that of the author; that even the special correspondent's cognomen is a prominent feature of his "stories," and the cartoonist's signature is a plain and popular part of his pictures. It is not long ago that we saw a certain coin withdrawn from circulation by the government because of the fact that the designer had placed his initials upon its face.

In all the arts the artist branded his creations to identify himself with his work and thus reap such public glory as it might merit. And this is the greatest incentive to achievement. Few men would drudge—few men would struggle, as all who ever have achieved greatness have had to drudge and struggle, if it were not for the hope of reward in the shape of fame and fortune. And this is a most cogent argument against the deficiency in the average daily newspaper referred to in my opening paragraph.

In commercial organizations the identity of the various workmen in their work is lost to the public, but the mark of the firm as proprietor or manufacturer, is maintained by some distinctive trade-mark or design, which is not an unjust arrangement, since the success of the workmen depends not upon public knowledge of each individual's skill, but upon the firm's knowledge of that fact; whereas the manufacturer's success depends largely upon the public knowing the identity of the firm which makes the article.

And this is the position assumed by the daily paper which does not publish the names of its editorial staff. But that this is unjust in the latter case is seen in the fact that an editorial writer's success may be greatly enhanced thru public knowledge of his identity. Concealment of the editor's identity robs the editor of all fame and glory (the chief motive particularly in literary work) to the benefit of the paper; whereas publication of his name would bring an equal share of success to both.

In the old days (but not so very many years old) the personality of the editor of even the great daily was quite as much of an asset, and was quite as sharply identified with his sheet as that of the country weekly's editor is yet. And, as a consequence of the change, the average modern daily is no longer so human a thing; it is cold, impersonal and strictly commercialized.

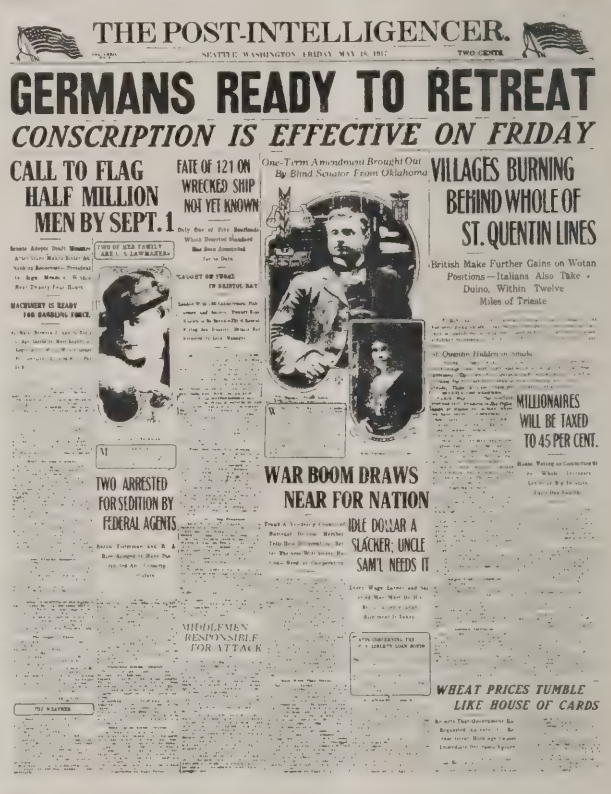
Folks who read even a daily newspaper and especially the editorials in such papers—have a natural, human interest in knowing who wrote the thing—who thought it out and put it into words. And I believe one significant reason why Hearst's papers' editorials are so widely popular is because it has become so generally understood that Brisbane is the author of them.

But take up the Chicago Tribune—"the world's greatest newspaper," for example—and peruse its editorial columns. Do you know who wrote them? In that great sheet's army of readers how many do you suppose know the name of the genius who writes its editorials? Outside of that genius' own circle of friends, I dare say you could count those who know the Tribune's editor-in-chief upon the fingers of your two hands.

This does not appeal to me as right or proper that able men should grind out their lives, talents and energies in a laudable labor in which their personalities are so hidden that they are robbed of their identity, cheated of public credit and precluded from the achievement of possible fame.

Giving credit to authorship, even in cases where the author is only an editor, is strictly just and equitable, hence strictly American. It is also strictly a western principle, and here I have one of the great western dailies—right from the extreme western coast—which is just old-fashioned enough to adhere to the old-time idea of naming its editor in its sub-head.

The periodical referred to in the paragraph above is the Post-Intelligencer, Seattle, Wash., whose editor is Scott C. Bone and its publisher A. S. Taylor. It is hardly required that I should enter into an exhaustive review of this fine daily, because it is so generally well known; but a few remarks will certainly not be out of place. The P.-I. (as it is called in Pacific Coast printshops) is typically western in many respects, and particularly in that it is not that which is known as a "conservative" type of newspaper. The first page (exhibit 1) with its numerous "loud" heads and attractive illustrations demonstrate that statement. The typography to me is generally pleasing, but the mechanical makeup (aside from the first page, which is highly creditable) is very erroneously done. The P.-I.'s make-up would do well to study the scheme followed by the Chicago papers—the Herald, Tribune, Examiner and American, for example. If criticism means adverse comment, then it is impossible to criticise the contents of this paper, for, of course, the news service is standard and the editorial and reportorial work strictly high


THE POST-INTELLIGENCER.

SEATTLE WASHINGTON FRIDAY MAY 18 1917 TWO CENTS

GERMANS READY TO RETREAT

CONSCRIPTION IS EFFECTIVE ON FRIDAY

CALL TO FLAG HALF MILLION MEN BY SEPT. 1

FATE OF 121 ON WRECKED SHIP NOT YET KNOWN

One-Term Amendment Brought Out By Blind Senator From Oklahoma

VILLAGES BURNING BEHIND WHOLE OF ST. QUENTIN LINES

British Make Further Gains on Wotan Positions—Italians Also Take Duino, Within Twelve Miles of Trieste

MACHINERY IS READY FOR DRAFTING FORCE

MILLIONAIRES WILL BE TAXED TO 45 PER CENT.

TWO ARRESTED FOR SEDITION BY FEDERAL AGENTS

WAR BOOM DRAWS NEAR FOR NATION

IDLE DOLLAR A SLACKER; UNCLE SAM'L NEEDS IT

MIDDLEMEN RESPONSIBLE FOR ATTACK

WHEAT PRICES TUMBLE LIKE HOUSE OF CARDS

Exhibit 1.

grade. The editorial page itself I consider good, and, changing rather abruptly to the mechanical end, I find the advertisement composition fairly well done.

Kenesaw, Neb., May 21, 1917.

Mr. Byron O. Copper,
DeSoto, Wis.

Dear Sir and Friend:—For I feel that you have been a friend to me. Some ten years ago, after having dubbed away at the printing game for eight or ten years, I started to really trying to do the best job work and the best ad work possible with the equipment in hand, whatever that might be. Your department in the N. P. J. was my only inspiration at first—I wanted to get a favorable mention, now I feel that the reward of work well done is enough.

However, I want to express to you my keen appreciation of the many nice things you have said about my work. The fact that you see every week hundreds of country papers and that The Beam is bright enough to attract your attention gives me renewed courage to do my best. The Sunbeam is published in a small town (between 800 and 900 population) the equipment will total less than $3,500 and the force consists of Mrs. Maltman, a cracker on a Merg., and myself, when you consider that we turn out six pages a week and do an average of $90 worth of commercial job work a month, you may know that we are some busy folks, but I want to say this no rush ever allows an ad. to go into a form and to press until it has been proofed and criticised to the best of my ability, this and the constant "fear" that you may get a hold of the sheet and tear it to shreds keeps The Sunbeam beaming promptly at 4 p. m. each Thursday evening.

Very Sincerely,
W. W. MALTMAN.

I have a purpose, of course, in quoting the foregoing missive. In it Brother Maltman confesses that at one time, at least, the desire to be favorably mentioned in these columns was his chief inspiration to do good work; it was this hope of reward that kept him striving for improvement. Now, there is something in the average human makeup which requires approbation as an encouragement to keep going. Approbation, of course, is praise, approval, and this praise may come in the form of words, wealth or fame— but all the same, men have just got to have it, else they simply can't keep up the struggle. And I don't mind confessing that just such letters as this one are my reward for the work in this department—the things which keep me pegging away, in spite of the fact that often I have been tempted to turn away from it and quit. And now as to the other fact referrd to in this letter from Brother Maltman, there are few people outside of the profession who have sufficient imagination to realize how strenuous a job that of the country newspaper-maker is. For instance, think of Brother Maltman's job—think how it taxes both the mind and body of a man and woman to do what he and his excellent wife are accomplishing. Often the newspaper man himself does not realize what a comparatively taxing task he has, and never until he quits and enters some other calling, whereupon he finds out what a snap other folks have in comparison to the printer of a home weekly. But I don't mean to intimate that the printing game is without its rewards and recompenses. There are some fascinating things about the calling—many happy moments in a country editor's life—but the chief reward, as the brother suggests, is that of work well done.

✧ ✧

Ferris, Texas, June 7th, 1917.

Mr. O. Byron Copper,
De Soto, Wis.

Dear Sir:—I am sending you today a copy of the current issue of The Ferris Wheel. If you have the space and inclination, I would thank you very much for your criticism of the front page of this issue. Please bear in mind that every bit of the work on this issue—editorial and mechanical—was done by two men—A. A. Weatherford and the writer. Both of us are union printers, yet we think we did a very creditable amount and class of work at that.

We both thank you for the recent criticism of two ads sent you by Mr. Weatherford. We believe such criticism is worth a great deal in showing us where we err and providing us an opportunity of not making the same errors again.

With best wishes, and hoping to see this last criticism in an early copy of the National Printer-Journalist, I am

Yours fraternally,
ERNEST LOGSDON.

N. B.—Specimen ad enclosed was run before you made the former criticisms. In case same errors occur here, please make allowances accordingly.—E. L.

THE FERRIS WHEEL

FERRIS' REPRESENTATION IN THE ARMY AND NAVY

Nice List of Volunteer Patriots from the Ferris Community.

CITY BARS TRANSACT BUSINESS OF CITY

EVER 300 REGISTERED AT FERRIS TUESDAY

AMERICA IS FIGHTING FOR HER SELF-RESPECT

Secretary Lane Explains Our Position in Speech Monday Night

Experience

Has a Place in Every Prescription We Fill.

It Is Worth While to Feel Safe

COX & MALLOY

The Beauty Brigade

Fine Toilet Goods

WILLS DRUG CO.

Exhibit 2.

I am much pleased to hear again from these new friends—new pupils in this school of printer-journalists. The first page of their paper—the Ferris Wheel (a highly appropriate name, inasmuch as that the name of the town from which it emanates is Ferris)—I am pleased to reproduce as exhibit 2. In the main this is a very creditable newspaper page (and I say that in spite of the presence therein of the two displayed advertisements). These two ads are excellent pieces of work, the chief secret of their excellence lying in their simplicity. Slightly wider margins of white betwixt the type and the border would be advisable, however. The other ad specimen (exhibit 3) to which Brother Logsdon refers in the above letter is a very good one as a whole, but hardly as pleasing as the two on the front page, because it lacks their degree of simplicity. This, however, is a clever piece of panel work and artististically done; but somewhat too complex. One should be quite as

JOLESCH'S GREAT WHITE SALE

This Sale is for CASH ONLY!

Commencing Monday, March 12
AND CONTINUING ALL THE WEEK

Your Attention!

Laces and Embroideries Specially Priced

3c
5c
10c
23c

Extra Special

DOVE

BEAUTIFUL UNDERMUSLINS NOW ON SALE
Garments well worth much more than the prices we ask. Lay in Your Spring and Summer Supply Now

Four Great Big Lots

35c
75c
50c
$1.00

White Goods on Sale

I. JOLESCH CO.
FERRIS "The Big Store" TEXAS

Exhibit 3.

careful in the use of different rule faces as in the use of different faces of type. I like the pains and careful attention to detail in evidence in this ad, all of which shows the right spirit. Turning to other pages of the Ferris Wheel, I am delighted with the excellence of the contents, and particularly with the goodly amount of news and the strong editorial department, all showing considerable talent; but the mechanical makeup is entirely wrong. Impression is good. I note the brother's confession as to he and Mr. Weatherford being "union printers," but cannot catch the revelancy of it: I am a union printer, too; but I wasn't always one, having learned my trade in a little country newspaper office far from organized cities, and I want to say that whether a man is "union" or not, does not determine efficiency. I have seen both artists and "blacksmiths" among both union and non-union printers. Since no efficiency test is required of those who join the union, it could not be otherwise.

Lake City, Minnesota, May 31, 1917.

O. Byron Copper,
De Soto, Wis.

Dear Sir:—We thank you very much for your interest in The Leader including a reproduction of its first page. We put on the wide measure experiment but have gone back to our original style of headings, etc. We are sending you a copy of the two last issues.

Yours,
E. R. PATERICK.

✧ ✧

In my review of this excellent publication last

All Home Print

Lake City Leader

Advertisers Get Results

LIBERTY LOAN WEEK IN LAKE CITY

$95,000.00 Liberty Loan Bonds Offered Lake City People. Selling Campaign June 4 to June 9. Be Patriotic.

Navigation to St. Louis Open
Big Boats Plying Mississippi

Lake City Girl is Winner
In County Baking Contest

The Dainty Sweet Shop Sold
Mrs. Hess Will Leave City

To Curtail Passenger Service
Lake City May be Effected

Petition Asks for Freedom
For the People of Ireland

Red Cross Benefit Prooounced
A Most Successful Affair

Registration Day June 6th
Men who will Serve Uncle Sam

Bass Season Opened Tuesday
Local Fishermen are Now Busy

Exhibit 4.

May I wrote: "If the Leader would adopt this department's ideal method of makeup, there would be little left to condemn or condone." And since this suggestion has been very nearly

BUY LIBERTY BONDS. SEND YOUR DOLLARS TO THE FRONT

SECURITY

To All Loyal Citizens of Minnesota:

YOU CAN SERVE YOUR COUNTRY AT ONCE—and serve her well—with your DOLLARS. The Liberty Loan Bonds now being purchased by Minnesota's citizens offer you the opportunity you have desired.

Let it be said or prove to some that every man, woman and youngster in this community responded quickly to the Nation's financial call.

The LIBERTY LOAN BONDS represent the safest investment in the entire world. "Buying A Bond" is not spending money—it is loaning money as Uncle Sam. Every dollar invested in the Liberty Loan Bonds helps win the great world conflict for world liberty.

The Bank urges every American citizen who can possibly do so to buy a bond.

This is YOUR war. The Liberty Loan is YOUR loan. It will free upon and maintain YOUR Army and YOUR Navy. And THIS IS YOUR OPPORTUNITY to lend YOUR dollars to the front and thereby do YOUR share to bring Victory to YOUR Nation.

The Bank will assist you in the purchase of YOUR Liberty Loan bonds without charge or profit.

We will gladly give you full information for your use and we earnestly desire that you use your influence and endeavor in bringing them to others the important manner by of each one purchasing one or more war bonds during Liberty Loan Week.

Bonds are issued in denominations as small as Fifty Dollars. Anyone desiring to purchase one of the smaller bonds by making monthly payments through this bank, may do so. This makes it possible for nearly every man, woman and young person of our community to Do Their Bit and Buy a Bond.

Call at the Bank and fill out the blank subscription form THIS WEEK.

Security State Bank

Exhibit 5.

approached as evidenced in the copy of the May 31 edition at hand, I have naught to do now but commend. Any printer of an esthetic taste

must appreciate the beauty achieved in the makeup of the first page of this edition of the Leader as revealed in exhibit 4. This is a very clever scheme for the makeup of a seven-column page, and the effect is highly attractive and interesting. Another innovation worthy of hearty commendation and congratulation is the change from ready-prints to an all-home-print. I am pleased to find all of the good features mentioned in my former review of this sheet still prominently in evidence, and particularly delightful is Editor E. R. Paterick's own department. The editorials, which are far superior to those seen in the average paper of this class, are set in wide measure, the two columns covering three ordinary columns' width; and in addition to these there is a column of terse and snappy paragraphs under the head of "Pate's Pointers." "Pate" seems to be the "short" for "Paterick." A dandy news service is given and the composition and presswork are a veritable source of delight. One of the striking advertisements in this newspaper is shown herewith as exhibit 5. Surely no one could look at the page on which this ad appeared and elude its attraction. In closing I offer my sincerest congratulations to Brother Paterick and his fellow workers on the excellence of their product. May their paper long endure, continue to prosper and never cease to be in reality that which its title implies—The Leader.

✧ ✧

Kingman, Kansas, April 28, 1917.

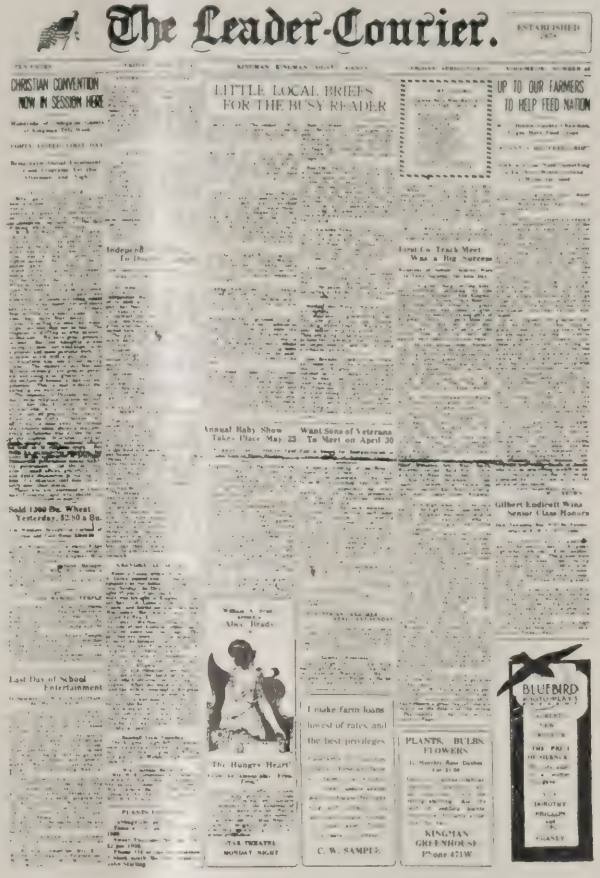
Editor National Printer-Journalist,
Ravenswood Station,
Chicago, Ill.

Dear Sir:—We would like to have your newspaper critic criticise the make-up of the enclosed paper in some future number of your journal. Would be pleased to have the first page criticised if space prevents criticism of other pages.

Thanking you in advance we are

Very truly yours,
THE LEADER-COURIER.

A casual glance at this paper is sufficient to show me that it is a very good one in spite of the defects which I shall enumerate in the course of this review. The first page (exhibit6) is a very creditable creation, notwithstanding the blemish of the displayed advertisements thereon. The man who made this up exhibited a fine skill and taste; the setting of the heads and balance secured generally are the chief features of correctness and excellence. The Leader-Courier carries an exceptionally liberal amount of advertising, nevertheless, within its ten home-printed pages is offered as complete a news service as the most fastidious subscriber could demand. This news matter is all written up in fine shape, too, and carefully headed, so that every column has an enticement and holds out an irresistible invitation to be read. Columns are all machined and the presswork is good. Careful attention to details is evident thruout the mechanical features of this paper,


The Leader-Courier.

CHRISTIAN CONVENTION NOW IN SESSION HERE

LITTLE LOCAL BRIEFS FOR THE BUSY READER

UP TO OUR FARMERS TO HELP FEED NATION

Annual Baby Show Take Place May 23

Want Sons of Veterans To Meet on April 30

Gilbert Lodwell Wins Senior Class Honors

Sold 1,200 Bu. Wheat Yesterday, $2.30 a Bu.

Last Day of School Entertainment

The Hungry Heart

I make farm loans lowest of rates and the best privileges

C. W. SAMPLE

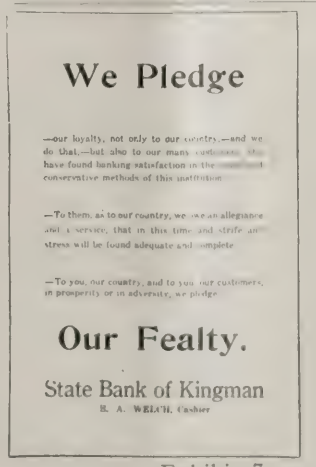
PLANTS, BULBS, FLOWERS

KINGMAN GREENHOUSE Phone 471W

BLUEBIRD

Exhibit 6.

and this is particularly in evidence in the composition of the ads. The compositor is a first class workman and I can see that he takes interest and pride in his labors. One of his very pleasing specimens is shown as exhibit 7—simplicity being the keynote of its beauty. Exhibit 8 is


We Pledge

—our loyalty, not only to our country,—and we do that,—but also to our many customers who have found banking satisfaction in the conservative methods of this institution.

—To them, as to our country, we owe an allegiance and a service, that in this time and strife and stress will be found adequate and complete.

—To you, our country, and to you our customers, in prosperity or in adversity, we pledge

Our Fealty.

State Bank of Kingman
E. A. WELCH, Cashier

Exhibit 7.

One Week More!

KODAKS

WALL PAPER Specially Priced

EGGLESTON'S PHARMACY

Exhibit 8.

another ad from this sheet, replete with the effect of skillful treatment. This paper should adopt the method of makeup advocated so long

by this department of the National Printer-Journalist—the method now recognized and followed by all the best dailies and weeklies in the United States: This consists in keeping the front page clear of all advertisements and keeping the ads to the right hand side of all other pages, and made up, or arranged as follows: The largest space is placed in the lower right-hand corner of the page, above this the next largest ad, above this the next largest, and so on until the column-top is reached. Then smaller ads (graduating in size, the same as the others) can be placed to left of these ads, until when completed and ready for the press, the form may be half displayed matter and half reading matter, the division line running from the upper right-hand corner to the lower left- hand corner of the printed page and practically every ad may have a position adjoining "pure reading matter." Thus the column tops are reserved to the reader. And before closing with this specimen I just want to hand this hint to the ad compositor, who evinces generally so much ability and good taste in his work: Allow greater white margins—particularly between borders and type—and this will add strength to your "masses."

✧ ✧

Highly gratified, indeed, am I to note that the Minden (Neb.) Courier has followed the advice of this department, offered in a late review of that sheet, and adopted the ideal system of mechanical makeup, as advised for adoption by the Kingman (Kans.) Leader-Courier reviewed in the foregoing paragraph. Perhaps I cannot do better as a supplement to my remarks above than to show one of the pages of the Minden Courier with the ideal system in operation. This may be seen, therefore in exhibit 9. It will be noted that, while there are seven advertisements on this page, all but one of them adjoins "pure reading matter." If I remember rightly, during my former review of this paper I promised to have something to say relative to the advertisement composition in a future installment. It seems to me now as I scrutinize the displayed spaces in this publication that I can detect an improvement in this respect, also, and this, too,

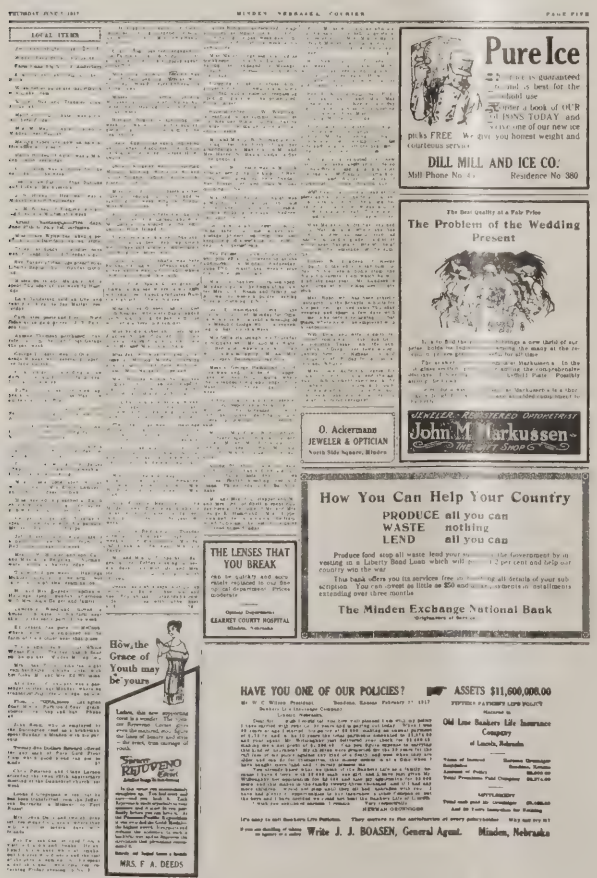

Pure Ice
DILL MILL AND ICE CO.
The Problem of the Wedding Present
O. Ackermann
JEWELER & OPTICIAN
How You Can Help Your Country
PRODUCE all you can
WASTE nothing
LEND all you can
The Minden Exchange National Bank
THE LENSES THAT YOU BREAK
How, the Grace of Youth may be yours
HAVE YOU ONE OF OUR POLICIES?
ASSETS $11,600,008.00
Write J. J. BOASEN, General Agent. Minden, Nebraska

Exhibit 9.

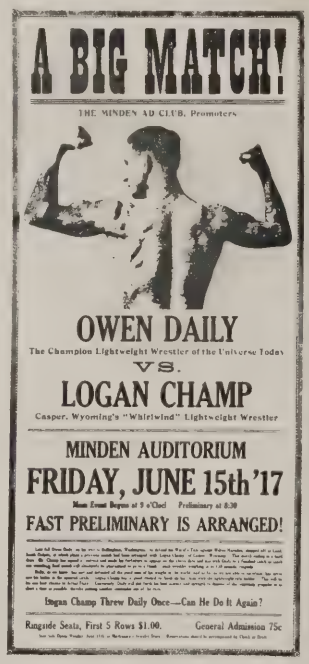

A BIG MATCH!
THE MINDEN AD CLUB, Promoters
OWEN DAILY
The Champion Lightweight Wrestler of the Universe Today
VS.
LOGAN CHAMP
Casper, Wyoming's "Whirlwind" Lightweight Wrestler
MINDEN AUDITORIUM
FRIDAY, JUNE 15th '17
FAST PRELIMINARY IS ARRANGED!
Ringside Seats, First 5 Rows $1.00. General Admission 75c

Exhibit 10.

WELL, IT IS ALL OVER!
Miss Mildred Olson Winner of 1st Prize
I. O. O. F. Lodge a Close Second Winner
Royal Neighbors Winning the 3rd Prize
Final Standing of the Contestants:
1st Prize, Piano ..... Miss Mildred Olson ... $8,479.00
2nd Prize, Table Grafoola. I. O. O. F. Lodge ... $7,140.05
3rd Prize, Sewing Machine, Royal Neighbors .... $3,453.50
Agnes Johnson ..... $2,865.50
Paul Farm ..... $2,779.00
Hollman Youngson Co
QUALITY
Grocery Phone No. Block 2. Dry Goods Phone No. 2.

Exhibit 11.

is pleasing. The ad compositor acquits himself of his duties in a most satisfactory way. Nothing occurs to me to suggest as a means of improving his work. Two first class examples (exhibits 10 and 11) are selected to accompany this paragraph.

✧ ✧

By one of the odd co-incidences of life, expressed in the adage that "truth is stranger than fiction," the first paper next on the top of the pile at my elbow is The Post, Princeton, Mo., of which W. C. Price is editor and publisher. Brother Price was an amateur journalist prior to his becoming a professional printer-journalist. His name is among the first fifty members

of the U. A. P. A. referred to in the foregoing paragraph. Judging from the kind of paper Brother Price turns out, his former relations with amateuria didn't hurt him in the least. As a matter of fact, there are several famous, and many successful men, who were once amateur journalists. Among the latter are many printers and newspaper men. I have frequently examined Brother Price's Post during the past fifteen years in which I have written this department for the N. P.-J., and on each such occasion I found many things in the sheet to delight me and provoke my heartiest approval. Brother Price is not only a writer of more than the average ability, but possesses the news-gathering talent and knows intuitively what makes a good newspaper. Besides his literary gifts, he is a typographical artist of no mean merit and besides this he can draw pictures, revealing a proclivity which alone I believe, if specialized, might have made his fortune as a cartoonist. Here in exhibit 12 I am pleased to reproduce the first page of this copy of The Post, which Brother Price wittily says is "a good thing to tie to." Especial attention is called to the perfect balance of head "masses" and the uniformity of head-styles. The only thing I might suggest to Brother Price in view of improvement of The Post would be the adoption of a more systematic method of ad-arrangement, as clearly outlined elsewhere in this installment.

THE POST

BOYS WON'T WAIT FOR CALL; MANY SEEK SERVICE UNDER UNCLE SAM'S WAR BANNER

MERCER COUNTY FARMERS PLAN TO JOIN FORCES FOR A BIG CROP DRIVE

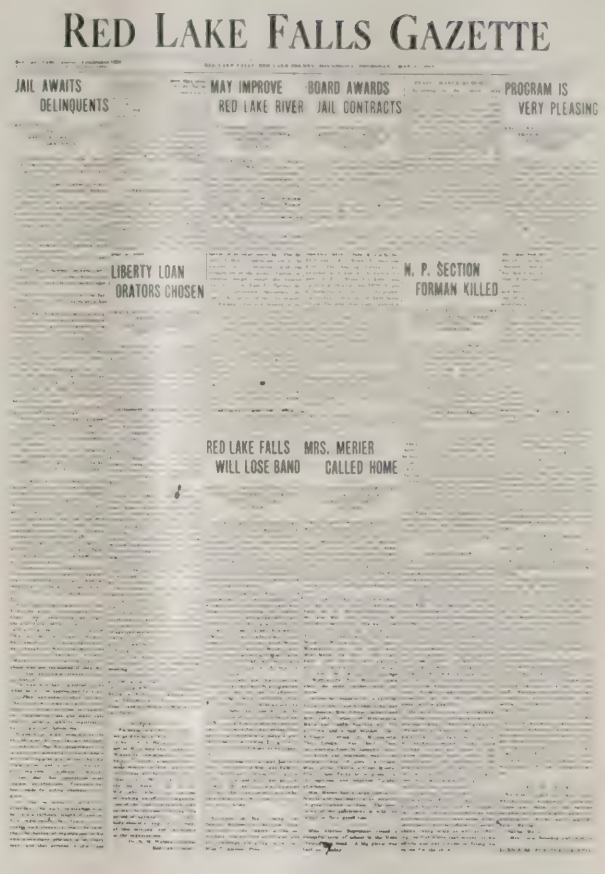
News Snapshots Of the Week

BLOCKADE RUNNERS WITH CARGOES OF BOOZE ARE CAPTURED

WILL RAZE OLDEST BUILDING TO MAKE WAY FOR A NEW ONE

The Farmers Should Organize

Exhibit 12.


RED LAKE FALLS GAZETTE

JAIL AWAITS DELINQUENTS

MAY IMPROVE RED LAKE RIVER

BOARD AWARDS JAIL CONTRACTS

PROGRAM IS VERY PLEASING

LIBERTY LOAN ORATORS CHOSEN

N. P. SECTION FORMAN KILLED

RED LAKE FALLS WILL LOSE BAND

MRS. MERIER CALLED HOME

Exhibit 13.

✧ ✧

Just a glance at the Red Lake Falls (Minn.) Gazette is all that a judge of such things needs to inform himself that it is an excellent home weekly. The first page (exhibit 13) is one of those delectable ones, bright and chaste, with articles headed up in a most attractive and proper manner. Minnesota is becoming renowned as the home of many excellent home weeklies, as the result of a general awakening of the newspaper men of that state to a realty of their own worth and importance to society. They have figured costs, put prices up in accordance, and, as a result, they have means with which to produce a creditable product. In this connection it is notable that the Gazette is soon to move into a new office, with complete new equipment, including a linotype. It would require a more pessimistic critic than I to find a flaw in this superb specimen. It has a news-service which is beyond adverse criticism, an editorial style of culture, a superlative editorial department, a perfect system of makeup, first class presswork and an abundance of advertising, the setting of the latter being neat, simple and pleasing. What more could be asked?

# BUSINESS NOTES

**This Department is conducted for the benefit of advertisers, and expresses their claims and views**

## CHARLES D. PALMER RESIGNS AS PRESIDENT OF THE INTERTYPE CORPORATION

At a meeting of the directors of the Intertype Corporation, June 12, Charles D. Palmer tendered his resignation as president. In doing so Mr. Palmer made the following statement:

"In June, 1915, my physician advised me that I ought to take about six months' rest from business cares. Prior to that time, however, I had assured many individuals connected with the then International Typesetting Machine Company, who were in doubt as to whether they should not seek positions elsewhere, and had also assured the banking institutions, creditors of that company, whom I represented, that while I was not in any way certain as to the method by which a re-organization would be effected, I was certain that such a re-organization would be consummated. As many of these individuals had based their plans on this assurance, I did not feel justified in then taking the rest which my physician advised.

MR. H. R. SWARTZ
New President of the Intertype Corporation

"From that date I was thereafter continuously and actively engaged on the work of the receivership, and subsequently took as you are aware, an active part in the re-organization which resulted in the formation of this corporation, the presidency of which I accepted. Since the latter date, February 4, 1916, I have, barring about three weeks last year, been continuously occupied with its affairs. The corporation's business has grown so that the total sales for threemonths exceeded those of any similar previous period. The factory is now so equipped and its force so organized that production will easily keep pace with its continuously growing business.

"I feel, therefore, that the business is at present in a condition in which I may, without criticism, turn its management over to some one else. I beg to express my appreciation of the prompt response that has been made on every occasion by each member of the board to whom I have from time to time applied for advice or assistance in connection with the corporation's affairs."

In anticipation of this action, Mr. Palmer, early last August recommended to the board the election of H. R. Swartz as vice-president, who for some months preceding had been the company's treasurer. Mr. Swartz, who is a successful business man of wide experience, has thus for over the past year been closely associated with Mr. Palmer in the development of the corporation's policy and business. Upon the acceptance of Mr. Palmer's resignation by the board of directors, Mr. Swartz, who possesses the confidence of the board and the head of departments, was immediately elected president. He announces that no change would be made in the personnel of the organization.

## J. W. BUTLER PAPER COMPANY EMPLOYEES' PICNIC

The employees of the J. W. Butler Paper Company, Chicago, are going to hold their second annual "Butler Day Picnic" August 18th. This event is looked forward to by the "Butlerites" with a great deal of pleasure.

The firm, of course, will close its Chicago establishment for the entire day. All employees with their families will be transported by special train to Dellwood Park, where the festivities of the day will commence promptly at 9:30. The program will consist of entertainment features, athletic events and dancing.

Below the advertisement of the Globe Engraving & Electrotype Co. appears a line which is perhaps of the greatest significance of any phrase to be found in one advertisement in the entire book. Please refer to it.

The Globe Engraving and Electrotype Co. is one of the oldest and most substantial houses of its kind in the central west. Those who patronize the establishment are assured of the very best treatment and service. Every workman in the plant understands his piece of employment. The machinery and appliances are all of the latest design and the methods of operation are those that are approved in the best establishments in the country. The "Globe" has set the pace for others in advocating improvements of various kinds. Any one looking for an engraver or electrotyper to handle Fall and Winter business should at once get in touch with the heads of affairs at 701-721 S. Dearborn St., Chicago.

The Hamilton Mfg. Co. of Two Rivers, Wisconsin, is known thruout the world as the largest manufacturer of printers' wood type, as well as printing office furniture of the latest design and of the most improved labor-saving

and space- saving qualities. All thru the years, the Hamilton Company has led the printing industry in advocating various improvements in the composing and related rooms. Not a problem has ever come up in the conduct of the printing office, its layout, location of stones and cabinets, etc., that the Hamilton Company has not been able to solve.

In fact it is known very generally that when printers have had problems of this sort to analyze and solve and have made the facts known to the Hamilton Company they found that similar situations had been confronted before and the Hamilton experts were "on the job" with suggestions and advice that cleared away difficulties with surprising swiftness.

No printer, nor newspaper man who is interested in the printing department, should consider his education at all complete until he has familiarized himself with the service and products of the Hamilton Manufacturing Company. Their advertisement will be found regularly in the pages of the National Printer-Journalist and contain much of interest from month to month, which should be digested with care by every reader of this journal.

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The Jahn & Ollier Engraving Company, with offices and plant at 554 West Adams Street, Chicago, is one of the progressive, enterprising engraving companies of the central west. It is particularly desired that any one connected with the printing and publishing trade should thoroly understand that their business is that of engraving, that they do no printing but that the company acts as the connecting link between the printer and the buyer of printing. They employ artists and photographers of skill, who have originality and comprehend quickly what is wanted and seem to be especially adept in helping to keep a man "out of the rut" in this day of advertising when so much of the force of an argument is lost by reason of a lack of knowledge as to how to present it.

"Punch" and "pep" are necessary to "put anything across" nowadays. The Jahn & Ollier Company can step in and add the touches that will accomplish the desired result. If a man spends a thousand dollars in producing a catalog which is wishy-washy both in point of text and illustration, he is to be sympathised with but certainly he is to be held culpable for his ignorance.

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Barnhart Bros. & Spindler, with offices in half a dozen cities have a history of honorable dealing and enterprising merchandising which is recognized everywhere in the trade. The influence of this great house is woven into the warp and woof of the industry so thoroly that any statement issued by it is taken for more than its face value. Exaggeration for B. B. & S. is entirely unnecessary. A reference to the advertisement of this company in the pages of the National Printer-Journalist is cordially recommended.

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We are pleased to call the attention of our readers to the advertisement of the J. A. Richards Company, in the advertising colums in this issue. This company has been building printing machinery for the past ten years and has made a specialty of die making machinery and Multiform Composing Room Saws. Their machines are in use in some of the largest and most efficient plants in the country, as well as hundreds of smaller plants such as small city dailies and private manufacturing concerns, and they fill a long felt need for a moderate priced machine in the composing room.

For many years the Richards Company was located in Albion, Michigan, but about a year ago they moved to Kalamazoo and built an up-to-date plant which enabled them to take care of their growing business in a prompt manner. They extend a cordial invitation to any of their old time customers to drop in and see them at any time they are in Kalamazoo.

* * *

## OLDEST SHIPPING JOURNAL IN STRONG HANDS

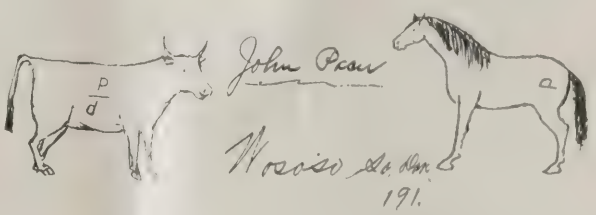
America's oldest shipping journal, The Nautical Gazette, has been acquired by the New York Evening Post Company and appears under new management. The title of the publishing company remains The Nautical Gazette, Inc. Oswald Garrison Villard is president, Emil M. Scholz is vice-president and treasurer, Robert B. McClean is secretary. Walter B. Hayward, city editor and for years a writer for The Evening Post, is the supervising editor of the Nautical Gazette. James Gray, who for the past year has been editor and one of the owners of the Gazette, remains with the paper as assistant editor.

Assured of the strong and aggressive backing of its news owners, The Nautical Gazette enters on a career of enhanced usefulness and enlarged influence. At no time in history was shipping so important to world welfare as now and hence the event is especially auspicious.

* * *

## THE PROGRESS OF THE SIOUX INDIANS

The following letter, including order for printing letter heads, with the design for a heading drawn in pencil, was sent to this office, some time since from the office of the Valentine (S. D.) Democrat, as a sample of orders coming from the educated Indians of South Dakota, together with the reply to our request for privilege to publish.




Wososo, S. D.,
February 28, 1917.

A. G. Shaw, Valentine, Neb.

Dear Friend:—I want you, see for me like this above. I want some head letters, or writing tablet; charge me how how much money, I want a quite bit; find out for me at Printing office and let me know, how many writing tablets and how much costs of it both. and I will send you money as soon as: hear from you: try find out about $2.00 worth of it and see how much: use blue inking printing on horse and cattle both or all letters. I need

I remain your friend,
John Pacer, Wososo, S. D.

---

The Valentine Democrat,
Valentine, Neb.

Editor National Printer-Journalist, June 22, 1917.
Chicago, Ill.

Dear Sir:—I am sure that Pacer's letter ordering "head letters" will prove of interest to your readers.

This is a sample of an occasional job that comes into our office. A "highly educated" Sioux Indian was the prospective purchaser.

How many whites would indulge in the elaborate detail that Pacer has in explaining his wants?

The Sioux as a rule do not use any great amount of stationery but occasionally we receive an order and it is invariably similar to Pacer's.

The detail which was used by Pacer is a characteristic of these Indians whenever they express themselves on paper.

Yours truly, W. W. McDonald.

## WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

WANTED—COPIES OF NATIONAL PRINTER-JOURNALIST from January 1, 1888 to January 1, 1904, to complete two sets of files for Schools of Journalism of Columbia University, New York City, and University of Texas. Please write, stating what copies or volumes you can furnish. NATIONAL PRINTER-JOURNALIST.

FOR SALE: TWO OR THREE COLTS ARMORY Presses, 14x22, Half Super Royal, in splendid running condition. These machines are as good as new today and will be sold at a sacrifice. Address, The Roycrofters, East Aurora, N. Y.

FOR SALE—ONE MAN JOB PRINTING SHOP, Central Illinois town, 7,000 population, $650.00 cash. Address Clark Publishing Company, Litchfield, Illinois

NEWSPAPER PRESSES: — TWO REVOLUTION: Six Folio Miehle, Optimus & Huber. 7 Col. Folio Miehle; 6 & 7 Quarto Miehle; Huber; Century; Scott, etc. Send for lists. Wanner Machinery Co., 703 S. Dearborn St., Chicago.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

LINOTYPE—Model No. 3, Serial No. 10109; magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010 and Model No. 1, Serial No. 8011; with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charlestown, W. Va.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us

FOR SALE:—PRINTING MACHINERY—SEVEN Quarto 39x52 Century, 43x56 Cottrell, 39x55 Scott, 8 Column Quarto Century. Send for Lists Rebuilt and Guaranteed Machinery; also Jobbers, Paper cutters. Wanner Mchy. Co., 703 S. Dearborn St., Chicago, Ill.


ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

*Newspaper Reporting and Correspondence*

By Grant Milnor Hyde,

Instructor in Journalism in the University of Wisconsin

THIS book, intended for the prospective newspaper reporter, is an endeavor to teach him the fundamental principles of newspaper writing. The results of the author's personal newspaper experience and of his work in the University of Wisconsin are embodied in the book. He has compiled a valuable list of "don'ts" and some definite rules for success, learned after years of experience. Every kind of story is discussed, and the method given for putting it into ideal newspaper form. Illustrated by examples from the columns of prominent newspapers. It is a practical textbook of Journalism.

"The student of journalism, whether in college or out, could not reasonably ask for a wiser mentor than Professor Hyde's book."—Chicago Herald.

Illustrated. 12mo., Cloth, $1.50 net; postage, 10c.

**National Printer-Journalist**

4620 Ravenswood Avenue, Chicago.

**Diagrams of Imposition**

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

**National Printer-Journalist**

**STATION X, - - - CHICAGO, ILL.**

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

QUICK ON

Megill's Patent SPRING TONGUE GAUGE PINS

$1.40 per doz. with extra tongues.

**Megill's Automatic Register Gauge**

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

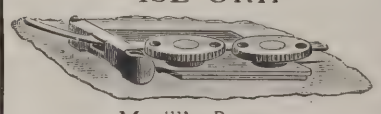
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.

60 Duane Street, New York

From us or your dealer. Free Booklets.

VISE GRIP



Megill's Patent DOUBLE-GRIP GAUGES

$1.50 set of 3 with extra tongues.

# NATIONAL PRINTER-JOURNALIST

*A JOURNAL FOR PRINTING AND ALLIED TRADES*

VOLUME THIRTY-FIVE CHICAGO, ILLINOIS, SEPTEMBER 1917 NUMBER NINE

## A Convention Significant of the Times

THE Thirty-first Annual Convention of the United Typothetae and Franklin Clubs of America at Chicago, September 17-19, promises to be one of the most important meeetings ever held by this printers' organization. A study of the subjects to be considered, and the fact that the policy of this getting together promises a strictly business meeting, indicates that the printers who attend can "pocket" information and data of a tangible kind, which can be later applied to the management of the printing plant, or local association affairs.

Recognizing the Nation's present industrial situation and what now confronts it, makes significant this Annual meeting of employing printers, held under the auspices of the greatest employing printers' organization in the world. Those in charge of the convention have sensed the situation. Such topics as "Conditions After the War," "The Trend of Events in the Printing Industry," Coöperative Competition," "The Employer and Employees," show that consideration is going to be given to matters of present extreme importance.

No matter where one is located, the kind or size of plant he operates this convention of employing printers manifestly should have earnest consideration.

Everyone who can possibly do so is urged to arrange for a three or four days' "leave of absence" from business. Getting away and coming to Chicago will give one's business—and himself—a real "Plattsburg" training.

The aim of the Thirty-first Annual Convention of the United Typothetae and Franklin Clubs of America is to have it a strictly business meeting. This is in orded to take advantage of every moment of time and obviate previous experiences of having entertaining features interfere with the interest and serious aspects of the convention sessions.

However, with Tuesday's and Wednesday's sessions adjourning between the hours of one and two o'clock, the afternoons of these days can be advantageously used in seeking and finding recourse in any one of the many features of pastime entertainment for which Chicago is renowned.

To facilitate the fullest enjoyment of this part of the printer's stay in Chicago, a Convention Service Bureau is now in operation and will continue its efforts during the time of the Convention. Printers are urged to write this Bureau, 550 Transportation Bldg., Chicago, for it will make hotel reservations, supply information on transportation, theatres, etc.

The program of the convention has been outlined with strict recognition of the employing printer's daily affairs. It is grouped in two divisions—a "Manufacturing Session" and a "Selling Session." Under these heads men will intensively present experiences and knowledge which one can "pocket" and apply to his business. Selling and creating business, producing it, finding and lowering costs, handling employees, increasing production, how to treat competitors—this but hints at the range of the information in store.

C. D. TRAPHAGEN
Pres. U. T. & B. F. C., Lincoln Neb.

The United Typothetae and Franklin Clubs of America and what it typifies is a great, massive engine, used in carrying the doctrines of education and service to the printers of this Nation. Great as is its mechanism, however, like any other type of engine, it is worthless without the power with which it is driven.

The annual convention is distinctly this power. Thru its productive ability and influence, improvements in the industry, and obviously in individual printing plants, are steadily to be noted.

Some interesting facts indicative of this power is found in the recent report of a hearing before a State Commission on Printing. These authorities were of unusual caliber in that they persisted in placing numerous questions to costs and national average with an evident desire to be enlightened. Gratifying was the outcome, for a printing

BENJ. P. MOULTON
First Vice-President and Chairman Executive Committee U. T. & B. F. C., Providence, R. I.

contract covering a considerable period of time was awarded at prices ranging to as much as 100 per cent higher than those of any former one.

This advance was entirely due to the knowledge derived from the Standard Cost Finding System, and the facts made available by the work of the United Typothetae and Franklin Clubs of America.

Multiplying this instance by the many which daily occur in all parts of the country, increases the importance of the forthcoming September convention in Chicago, for it will be the stimulous to a broader and greater activity in behalf of those problems that confront the industry and the individual printer-proprietor.

In considering attendance at the convention a careful reading of the following condensed statement of operation of the United Typothetae and Franklin Clubs will be of great value:

### Membership and Objects

The membership consists of printing, bookbinding and allied establishments in all parts of the United States, also to some extent in Canada and Mexico. Briefly, the objects of the National Organization may be stated as follows:

"To encourage and foster a feeling of friendship between employing printers and the allied employing trades;

"To devise ways and means for bettering the conditions and advancing the interests of the industry in general;

"To spread this influence internationally thru the establishment of local or sectional associations;

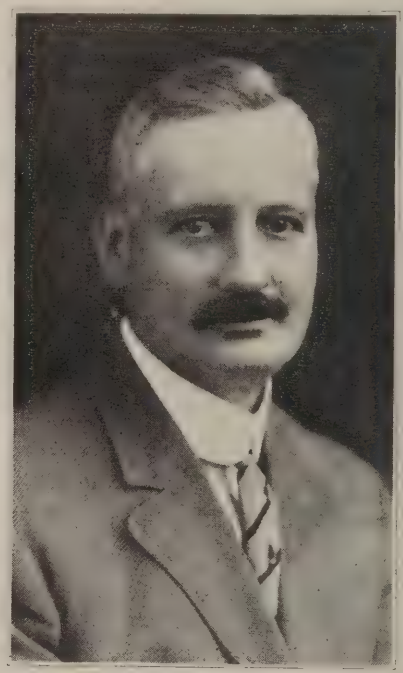
"To develop a spirit of coöperation in all matters of mutual interest, to the end that competition may be honorable and just."

### Uniform Cost and General Accounting

A complete method of cost-accounting, known as the Standard Cost-Finding System, has been devised by the American Cost Commission of the United Typothetae and Franklin Clubs of America, which enables its users to ascertain with certainty the cost of the individual job and the cost of the chargeable hour, as well as to show by the monthly statement of costs a complete analysis of the operations of the plant.

Trained accountants in the employ of the organization have installed the system in hundreds of plants thruout the country.

Thousands of sample sets of the cost forms or blanks, together with a concise and easily understood treatise explaining the system, have been gratuitously distributed to



ARTHUR E. SOUTHWORTH
Treasurer U. T. & B. F. C., Chicago, Ill.

printers, whether members of the organization or not.

The Service Bureau, maintained at headquarters for the benefit of the members, is constantly rendering expert advice to the users of the cost system with the view to maintaining its uniform application.

For the first time in the history of the printing industry, or of any industry for that matter, a Composite Statement of the Cost of Production, summarized from the annual cost records of several hundred individual plants, has been compiled by the Cost Commission, which gives the average net cost thruout the United States, and much other information which will disclose whether or not the individual plant is being operated with normal efficiency.

### Employment Department

At headquarters is maintained an employment service for the members who require trained help and for those unemployed who may be seeking situations.

Applications for positions by men of clerical and mechanical experience, book-keepers, salesmen, superintendents, foremen and journeymen, are daily registered.

The reference of each applicant is carefully investigated and recorded, and every inquiring member receives a complete report of the experience and qualifications of the employee seeking a position.

Thousands of competent men have been placed in positions, to the entire satisfaction of the members employing them.

### Estimating Department

At the National Office an estimating department is maintained for the use of members and every day in the year is rendering a service which puts money in the pockets of those who take advantage of what it offers.

Its estimates are daily settling questions of prices

J. A. BORDEN
Secretary U. T. & B. F. C., Chicago, Ill.

charged, to the satisfaction of both the printer and the customer.

Jobs showing an abnormal cost are carefully checked and expert advice rendered.

Before submitting quotations on large prospective orders this department furnishes service which often saves heavy loss. Such estimates also prove valuable when courts are called upon to adjudicate questions of price.

Expressions of gratitude constantly pour into the National office for practical money-making help furnished by this department.

### Printing House Insurance

Insurance companies have been organized and in successful operation for several years, and are maintained expressly to write the risks of the printing industry. Printers manage them without compensation for their services. Hence a material saving has been made for the industry on its fire and casualty risks.

The rates charged by these companies are the same as required by regular board companies but the saving has come in the shape of dividends to the policy holders.

Particular help has been given the policy holders by instructing them in the various means to be employed for the prevention of fires and reducing fire waste.

The companies writing fire and casualty risks are:

The Graphic Arts Mutual Fire Insurance Company of Philadelphia.

The Printing Trades Mutual Fire Insurance Company of Chicago.

The New York Printers and Bookbinders Mutual Insurance Company of New York.

The Ben Franklin Mutual Casualty Company of Chicago.

### Standard Price List

The Standard Price List is without question one of the most potent helps that has ever come to the printing world, containing as it does comprehensive prices covering numerous classes of printing and bookbinding, based upon records of actual average hour cost.

The estimating scales and tables, records of average performance and miscellaneous information, are so complete that the printer need no longer go wrong in the selling of his product.

This book has become the encyclopedia of the printing industry, and its use is making a notable improvement in better prices charged, which, thru ignorance, had heretofore been too low.

Its careful use will, and does earn a profit, real money, for its possessors.

### Trade Schools

The organization maintains the School of Printing at Indianapolis, and has under its supervision the Carnegie Institute of Technology Department of Printing, as well as a connection with the printing section of Harvard University.

The work consists in training apprentices in the different branches of the printing trades to make them more efficient workmen.

At the same time the apprentices are being taught cost accounting, business management as applied to the printing industry, and the value of friendly coöperation among those engaged in the business.

In all these institutions of learning the Standard Price List is one of the principal text books, an acknowledgment of its accuracy and dependability.

The above facts are also true of many state universities which maintain departments of journalism and vocational training.

This army of young men will come from their schools well equipped to enter the field of printing with the assurance that their business conduct will be along lines of constructive good instead of destructive evil.

### Selling and Publicity

Headquarters is in constant touch with its members regarding the propaganda of creating new business which up to the present time is in its infancy, and is rendering every help at its command.

This important feature lacks definite cohesive method in its application on the basis of uniformity, yet much valuable help has been brought to the industry thru the efforts of the National Organization.

It is realized that the selling of the printed product is today demanding more attention of the printer than ever before. Therefore this department is giving suggestions and advice upon direct advertising service, as well as counsel in the launching of advertising campaigns.

### Monthly Bulletin

The monthly Bulletin, in magazine form, is the official organ of the National association. It is sent regularly to all members, and by request to hundreds of others who are interested in organization work.

### Field Service and Local Divisions

Field organizers are maintained to spread information regarding the work of this National movement, to secure contracts for cost installation, form new local divisions, add new members, and assist local secretaries already formed in carrying on the same kind of activities.

The National office is in close touch with these field men and local secretaries, rendering helpful aid as occasion may require. Thru the efforts of the field force and the local secretaries, and as indicating its reliability, in many sections county contracts have been entered into for public printing on the basis of the Standard Price List, where heretofore demoralization was the rule.

In other localities city and county governments turn over their printing to the local organizations with the understanding that the charges for the work are to be based on cost as revealed by the Standard Cost-Finding System.

### Legislation

In many states legislation, particularly affecting public printing for the state, county and city governments, has been influenced in a manner which is proving mutually satisfactory to the printers and the public.

Legislative Committees of the organization are watchful of the interests of the printing and allied businesses, have succeeded in securing the enactment of many laws of a beneficial character as affecting printing and advertising, and have been the means of defeating many proposed laws which would have proven detrimental to the industry.

### Press Associations

Helpful service has been rendered to press associations in several states, aiding in various ways to solve the many problems of the printer publisher, who is interested alike in both branches of his business—the job shop and the newspaper.

Valuable data has been collected and disseminated on advertising and subscription rates, with the idea of bringing about a greater uniformity in these respects and putting a stop to the many harmful practices that have heretofore prevailed.

### Technical Text Books

The Committee on Apprentices has in preparation a technical library, containing sixty-four volumes, known as the Typographic Technical Text Book Series, each volume being an authoritative text book upon some one subject of the printing and allied industries.

For the first time in the history of printing this series will furnish authentic and correlative teaching material for the instruction of apprentices and employees generally.

Many subscriptions, in addition to those of members of the organization, have been received from universities, colleges, high schools and public libraries, recognizing in this series a valuable fund of information and knowledge heretofore unobtainable.

Many more of the activities of the organization could be enumerated, but these will suffice to give an idea of the wide scope of the work being carried on.

CHICAGO is a grand place for solid enjoyment at this time of the year anyway;—but if you attend the Typothetae Franklin Clubs Convention you will be in better financial shape next year at this time. Take the hint, pack your grip and "come on along."

## THE PRESS CONGRESS OF THE WORLD

The first formal sessions of the Press Congress of the World will be held in Sydney, the capital city of the State of New South Wales, Australia, April 21, 1919, upon invitation of the Government of New South Wales. Sydney is situated upon the world's most beautiful harbor. Its population, with suburbs, is estimated at 800,000.

Information regarding New South Wales desired by prospective Congress delegates from North and South America may be obtained by addressing Niel Nielsen, Trade Commissioner, 719 Market Street, San Francisco, California, U. S. A.

### Congress Officers and Members

J. Ryan of Lithgow, New South Wales, a vice-president for Australia and member of the Executive Committee of the Congress, has been elected a member of the State Legislative Council of New South Wales.

Li Sum Ling of Peking, a vice-president for China, publishes in the China Supplement to the North China Daily News an important article upon "The Press of China." The article discusses the history, progress and present conditions of the Chinese press, concluding with a paragraph upon the duty of the press, from which this extract is made:

"The duty of the press towards the community, the duty of the press towards the country, and the duty of the press towards mankind in general ought to be better understood by the Chinese editor. At the Panama Exposition in San Francisco, in 1915, a Press Congress of the World was established, the object of which was to advance the cause of journalism in every honorable way; and the present writer, who is vice-president of the Congress for China, would invite the attention of the Chinese press to the work and object of the Congress."

Don Juan Corpas, a distinguished journalist of Central America, in a special visit to Spain has, at the request of Virgilio Rodriguez Beteta, member of the Executive Committee, extended personally to the journalists of Spain invitations to attend the meeting of the Press Congress at Sydney. Also upon Mr. Beteta's request, Don Victor Sanchez Ocana has extended a similar invitation to the journalists of Cuba.

### Executive Committee of the Congress

Virgilio Rodridguez Beteta, Diario de Centro-America, Guatemala City, Guatemala.

J. Ryan, M. L. C., Australian Provincial Press Association, Lithgow, New South Wales, Australia.

Robert Bell, Guardian, Ashburton, New Zealand.

K. Sugimura, Asahi Shimbun, Tokio, Japan.

Dr. H. Schoop, Swiss Press Association, Wiedingstrasse 30, Zurich, Switzerland.

The Secretary-Treasurer, A. R. Ford, Dominion Press Gallery, Ottawa, Canada.

The President, Walter Williams, Dean of the School of Journalism of the University of Missouri, Columbia, Missouri, U. S. A.

Representative of the Government of New South Wales, Captain J. W. Niesigh, Premier's Office, Sydney, New South Wales, Australia.



## THERE'S ALWAYS ROOM FOR ONE MORE

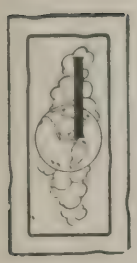
O. C. Harn, advertising manager of the National Lead Company is thinking of starting a new organization. To quote Mr. Harn: "I would call it The-Society-for-the-Suppression - of - the-Nuisance-who-has-an-assistant-call-You-on-the-Telephone-and-then-makes-You - wait - while - his-assistant-gets-him-on-the-Wire."

# A Profit From Every Job

## How a Printer Is Keeping Ahead of Rising Costs

### It's a Universal Problem in Business That Mr. Rhodes Discusses in This Article. You've Met It the Man Down the Street Has Met It—and That's Why You'll be Interested to Read About These Methods That Are Proving So Successful in Handling It

By C. H. Rhodes in "System," The Magazine of Business



IN this article I am going to describe some of the methods we have found most effective in building up our present successful business. Also, because I think our experience may help other concerns which are perhaps puzzling over some of the same problems we faced a few years ago, I am going to tell first of all about some of the methods we tried and found wanting.

The idea that dominated our sales methods seven years ago was: results are the only factors that count; get the business regardless of the expense. Usual business-getting plans were not bringing results. Our printing plant was equipped to do a business of from four to five hundred thousand dollars a year and the factory was in urgent need of orders to keep the presses running at a profit.

Only a small margin had been allowed for selling expense. We believed that by devoting more energy and a larger proportion of expense to the selling end of the business, we could not only keep the plant operating at full capacity on a profitable basis, but could maintain a constant source of orders and reorders. Furthermore, as the volume of business increased, we believed we could materially decrease factory costs. This was important. Most important of all, we felt, was first to get the business.

Local competition was keen. Realizing that it would take considerable time to develop further the immediate field on a quality and service basis, and having no inclination to go after competitive business by "price war" tactics, we decided to build up city trade as rapidly as possible and to look further afield for the necessary additional business.

### This Plan of Getting Business Was Tried First

Our first step was to investigate the surrounding territory. In close connection with five states, I became convinced that we were apparently on the edge of an undeveloped field. In most of the small towns there were one or more retail, jobbing, and manufacturing institutions using various kinds of printing. These firms were filling a portion of their needs locally and the balance among larger out-of-town establishments. Few of these firms were giving all of their printing to any one plant. Most jobs were being let "on price," and the results they obtained looked "cheap."

In talking to manufacturers, jobbers, and retailers in this territory, I found many firms viewed their catalogs and other printing largely as a matter of expense. Show the majority of them how they could save money on a job and they would thrust the business into your hands. Let on this basis, I saw that their advertising probably failed to competently describe their merchandise because, in many cases, it did not produce the expected business.

From the beginning we determined to educate customers and prospects to use better printing. Having compiled a mailing list of the various firms in this territory, we started a direct-by-mail advertising campaign. Knowing the class of customers we were talking to in our advertising, we went after catalogs, labels, booklets, lithographing—everything that could not be handled by the average small printer.

Quality was the keynote of this campaign. Each month we mailed a series of folders, attractively designed and printed. These contained samples of the various grades of work we were executing, from straight printing up to four-color-process plates. At every opportunity we presented the idea that good printing is, like a good salesman, not an expense but a business getter; that an extravagant booklet is not necessary, but that a good one is; that in our belief a good catalog is one that presents the articles to be sold to their best advantage, and, like a good salesman, sells the most; futher, that it is a mistake to judge any printing by its cost—the results obtained should be the measure.

We started this campaign in the latter part of 1909. Our facilities allowed us to offer customers every service, from the conception of the advertising idea to mailing the finished product. We operated our plant on a service basis and as far as practical our aim to relieve the customer of every detail connected with working out the desired product. This series of folders told the story.

While we gathered in a considerable quantity

of small orders from this campaign, we did not get much of the larger business in catalogs, booklets, and so on. Our educational work brought results in many instances when we could get to a customer before he had time to figure with some other printer who happened to be willing to cut prices to get the job; but it was a slow process. After two years of experimenting we became convinced that this selling plan was not building our business rapidly enough to be entirely satisfactory.

We next reasoned that if we were to put good salesman into this territory, giving each a definite route and list of prospects with whom to keep in close touch, we could get the business. So we started a second campaign by personal solicitation. The business was there and in large enough quantity— if we could get it—to justify this increase in selling costs. We were able to maintain the small business which we had developed by direct-mail methods. And our road men rounded up a considerable amount of new business, including a number of large accounts. Our volume began to increase. Remember, we were prepared for a heavier selling expense, since we now had eleven salesman on the road.

We were not prepared, however, for the condition which quickly came to light thru our salesmen's daily reports. Many of them read like this: "Called on Mr. Jones, president, Jones Machinery Company, Waterloo, Iowa, today. Just published new implement catalog; five thousand run; cover in three colors. Chicago firm got job. Nothing doing for six months." Here were time effort, and money wasted. It seemed impossible to get to our prospects at the psychological moment.

**This Plan Got a Lot of Business. But — !**

Again, another prospect—a live one—had a job ready to go to the printer. One of the first things he wanted to know was: "What can you do for me?" Usually, he expected about $1.25 worth of printing delivered for one dollar. We decided to take the bull by the horns and give $1.25 worth of printing, not only to the man who had nerve enough to ask for it, but to every customer who would give us one dollar's worth of business. We were buying volume, in other words, on the theory that once we had a man's order and turned out a first-class job we would surely get the future business of his firm. We went into this proposition with our eyes open, and did not stint on quality to make up the loss.

Soon after adopting this policy, our business went ahead by leaps and bounds. We were compelled to operate our plant overtime, and our sales established a new high record in the history of our firm. We certainly obtained volume. But our real troubles were just beginning. When the time came to readjust prices on reorders, we found there was "nothing doing." The large buyer insisted on some special inducement. Otherwise, we didn't get the business. Where our sales had increased 25 per cent in twelve months, our selling costs had hit the roof. It was perfectly obvious that our increase in volume was due to the fact that we had placed a premium on business by offering customers a price inducement for their orders. Another fact—far more important—was that our profits for an entire year had faded away. Figure the ordinary precentage of profit on a volume of nearly $500,000, and then imagine losing that amount out of your vest pocket—and you will know exactly where we stood. Right there we stopped. We admitted our business-getting methods were a failure.

Our first move toward retrenchment was to call in our traveling representatives, stop giving price inducements to customers, and to take only the business we could handle at a definite percentage of profit. Our next step was to analyze our natural trade territory. With sales records on one hand and a map spread out before me, I started in to figure.

Sales records revealed the fact that we had been getting our percentage of business which we went after within a radius of five hundred miles. Also our largest losses had occurred when we crossed this line. Using our plant for the dead center, I took a compass and drew a circle. The edge of this circle was about five hundred miles in every direction from our factory. Here, we said,was our territory.

We likened this to a field a farmer cultivates by intensive methods. A good farmer not only cultivates the entire area of a field, but goes over it again and again and again. Our job was to cultivate all of the possible users of printing in this territory in a like manner.

In reviewing past mistakes one thing impressed us. We were holding the larger portion of business which had developed from our first direct-by-mail campaign. These orders were coming thru regularly. To these customers we had continued issuing our monthly advertising folders, setting forth the value of better printing as a business asset. This building process was slow work, but it had paid, both in the city and in the outside territory. From this fact we obtained the key to our next plan.

First, we made up new mailing lists, using classified telephone and city directories, trade and commercial rating lists, salesmen's reports, and state records of incorporation. When we had listed all the possible firms in this territory with which we might do business, the question

came down to methods of getting business with the least amount of expense and wasted effort.

We concluded that first of all we must know whether or not a prospect was a user of printing. Next we must know something about his business. Here, for example, is the Utility Manufacturing Company of Clarinda, Iowa. Who is at the head of this firm? What are they—dealers, garage owners, or repair men? What printing do they use, if any? Where do they buy their printing?

We decided we must learn all these facts. To do this we adopted a simple system.

We did not believe that an ordinary circular letter would bring the desired results. But by visualizing each name on our list as a personal call, we dictated a letter gauged to bring back some sort of a reply. This took time. When a

Utility Manufacturing Company — Clarinda, Iowa

Manufacture Farm Machinery — September 23rd, 1913

Wrote 9/3-13. No answer

" 11/1-13. " "

" 1/12-14 asking what time they published catalog.

" 4/11-14 enclosing return card for market time.

" 1/12-15 asking if they used advertising matter, enclosed card and asked if their name was changed as it was not in new issue of N. W. Gazeteer. Mr. North, pres. of firm, answered this letter. Advised they would be in market for catalog in spring, about May or June. Wrote in April, answered they were not ready. February, 1916, printed catalog. Firm liked job very much. Want us to figure on next catalog, comes up in June or July. March, 1916, received order for 4 M folders. June, 1916, printed catalog, have been asked to figure later work, coming up in November.

KEEPING AFTER PROSPECTS

"We concluded that first of all we must know whether or not a prospect was a user of printing. Next we must know something about his business. Here, for example, is the Utility Manufacturing Company of Clarinda, Iowa. Who is at the head of this firm? What printing do they use, if any? Where do they buy their printing?"
The card shown above gives all the facts.

firm did not reply to our third or fourth letter, we wrote again and enclosed a stamped return envelope, requesting that as a matter of business courtesy we would appreciate their telling us whether or not they ever used any printing. In all, 75 per cent of our prospects answered one of our letters. About 95 per cent returned the stamped envelope with the information requested.

After we had tabulated the facts received from each prospect on a separate card, we again started a direct-to-the-customer advertising campaign. This time we were in a smaller field, using more intensive selling methods. And we were not after immediate results, but wanted business on the "long pull."

That year our sales volume dropped off fifty per cent in comparison with preceding year. But at that we made a larger profit than when we had broken all sales records by offering a premium for business. We have had this system in operation four years. This year we shall be back within a stone's throw of our high sales mark, and every dollar's worth of work leaving our factory shows our regular percentage of profit. Best of all, we are building on a solid foundation.

The success of our system is in keeping close to our customers. This is a simple matter. Each card contains all the information we need to know about a customer's business. It tells us when a customer is in the market for printing. On page 421, for example, is the card of the Utility Manufacturing Company, of Clarinda, Iowa. It tells its own story.

By keeping in touch with our customers by letter, occasionally forwarding to them suggestive material applicable to their business or some fine piece of work a concern in a similar line may have issued, we earn our customers' good will. Gradually they come to have confidence in us. Since the shortage of paper we have kept our customers posted on the general situation.

### Methods Like This Make Friends of Customers

One of our customers publishes a monthly magazine. This requires a large quantity each month. At the very beginning of the increase in paper prices we took the initiative and purchased an entire year's supply for this customer. In his reply to the letter which we wrote telling of our action, the customer clearly showed his appreciation.

To other customers we often send samples of various papers we have available, showing them how to save money on their printing by substituting one grade of paper for another, without injuring the value of their advertising. These things take but little time and are appreciated by buyers of printing.

The success of our plan lies in the way we keep after prospects and customers. That means writing letters and a lot of them. While a large portion of the detail work connected with this system has been delegated to a stenographer, I personally spend at least an hour a day in going over prospects' and customers' cards, checking those we have not recently heard from, writing to them, gathering up the loose ends. I see all of our customers' letters, and know how each job is progressing.

Now, what are the results and what is the cost? We have had this sales plan in operation nearly five years. In this time we have not attempted to increase our territory beyond the five hundred mile area. Rather, we have attempted to cultivate this area intensively. Last year we sold, in round figures, $100,000 worth of printing to out-of-town customers. There are 1,500 firms on our list of prospects. Figuring liberally, and including, as accurately as possible, the cost of salesman sent out in this territory last year to close orders developed by correspondence, our selling cost on this $100,000 volume was less than $2,000, or 2%. When you consider that the cost of reaching one person by advertising is from 1-100th to 1-300th part of the cost of reaching the same person by solicitor, our reduction in selling costs may be readily appreciated.

We are making a definite percentage of profit on every job passing thru our factory. We will go the limit for any customer at any time in rendering any kind of service. And by so doing we are not only increasing our volume rapidly, but are building our business on a solid foundation. These are the methods we have found successful in selling printing by mail.

Now, just a word about factory costs. We group our costs by departments. This not only enables us to keep an accurate check on each department, but on each cost item in the various departments of our business. For instance, take the direct expense of the cylinder press department. This is grouped as follows:

Paper stock and rags, charged to make-ready.

Sundries, odds and ends, small parts, and the like.

Repairs.

Rollers.

Chemicals.

Belts and belting.

We allow a certain amount for the direct expense of this department each month. When the expense of this department exceeds the amount allowed, the foreman must explain why the increase was necsessary to maintain efficiency. This means that the foreman will not allow a pound of rags nor paper to be wasted if he can

help it. As all supplies are issued from the stock room and charged directly to the department receiving them, we know when waste occurs and are able to check it immediately. The direct expense of each department is handled on a similar basis and we have effected many savings by showing our men how to conserve operating supplies.

After direct expense come light, fuel, and power. Some years ago we studied the comparative costs of making and buying these services. After a thoro investigation we decided that for us it was cheaper to make than to buy. We had an old plant in operation at the time and it was not giving efficient service. We put up our problem to an expert engineer. He recommended a modern plant. This plant paid for itself in a year, as we were able to manufacture light, heat, and power in excess of our demands, and sell our surplus to firms nearby. Today, this department shows a profit each month.

Rent and taxes come next. As we own our buildings, the only way we can effect a saving is to keep them in perfect repair.

Bad accounts do not worry us. On an average, they amount to less than ten dollars a month. If a five hundred dollar job is offered to us and we are not absolutely sure of collecting upon delivery or within thirty days, we turn it down. If we took such a job and were unable to collect, our loss would take the profit from a five thousand dollar job. Why take a chance we ask? It's safer to turn the job down and forget it.

Spoilages and allowances at one time caused us a lot of trouble. These are due largely to carelessness on the part of employees. Someone lets his mind wander and uses green ink on a job where he should have used brown, he spells a word wrong, or allows an over-run. That costs us real money. We stopped this effectively by giving notice that every mistake would be taken out of the salary of the man or woman who made it. It worked. We have few real mistakes due to carelessness.

Depreciation can be helped only by taking the best care of all equipment, and we charge off a yearly sum on a percentage basis.

**Savings Like These Add Dollars to Net Profits**

Insurance offered another chance for saving. Our building is one of the old timers. Therefore, insurance rates were high in comparison with firms operating under modern conditions. A sprinkler system, however, effected a saving of about four thousand dollars a year on our insurance.

Other expenses are grouped under salaries, delivery, and "general." When I think of salaries I do not think of a scale wage but of the efficiency of the worker. We get the best men obtainable and pay them accordingly. In the last five years I cannot remember of a single employee asking for a raise. The reason is this: we base a man's salary on what he is worth to us. Take a linotype operator, for instance. The scale is $25 a week for an average of five thousand ems an hour. If a man is capable of turning out six or seven thousand ems an hour and is being paid only the scale wage, there is little incentive for him to speed up his work. Our men, however, know that when they do seven thousand ems an hour they are going to get paid for it; and every one of them is working with that thought in mind.

Another point. Our men help each other out on all work of all kinds and they do it, not because they have to, but because they have the interest of the shop at heart and they know that it is to their advantage to increase the efficiency of the plant wherever and whenever they can. These are some of the things that have made it possible for us to reduce our costs of doing business to a very low percentage.

[Editorial Note:—"System," The Magazine of Business, is pre-eminent in its field and any man, or woman, who desires to become more efficient as a business executive should read it each month. "System" is always full of life, energy and inspiration and flashes of wisdom strike across every page and to read a single number will put the urge into action, which in quick succession will bring the iron men rolling right up to your desk. Try a sample copy, brother, as a homeopathic treatment for your case, and if your whole system doesn't feel exhilarating effects. write the N. P.-J. and we'll refund what you paid for the experience.]

* * *

## THE BUSINESS OUTLOOK

Heavy distribution of merchandise is in progress thruout the West and business generally for the first half of 1917, when the complete figures are available, will probably show unprecedented volume. But the advance buying is not as much of a factor as it was a year ago and there is not the same strife for merchandise that was seen before the United States joined the list of belligerents. As compared with all normal years, however, the volume of business is very satisfactory. Some of the large industries are running as near maximum capacity as an inadequate labor supply will permit. But the efforts at price fixing and the uncertainty as to what the ultimate burdens of war taxation will be have caused the sort of unsettlement in some lines which in other years has been witnessed in periods when a new tariff law was under discussion. * * *

The greatest factor in the trade situation is still the prospective expenditure of ten billion dollars for war supplies for the United States and its foreign Allies. Business generally is being conducted with great efficiency and notwithstanding the enforced reduction of profits thru the exactions of the price-fixing campaign, the indications are that most industries will make an excellent showing on the year's business. Manufacturers and merchants everywhere are shaping their affairs with reference to providing for the vicissitudes of a "war market" and the possibility of a peace declaration before many months have elapsed. There are many uncertainties to deal with in such a situation, but the thing to remember is that the crop outlook

has improved, that most of the great industries have more working capital than they ever had before and that the country as a whole is protected by the largest gold reserve that any nation ever had at this or any other season. It is evident, therefore, that war or no war the United States is about the last nation for any sane man "to go short of" at this stage of the game.—The National City Bank of Chicago.

## TWO SONGS BY MEMBER N. E. A.

The following two songs were written by Mrs. A. E. Bartlett, of Detroit, an old and respected member of the National Editorial Association, who writes and is known under the press title, "Birch Arnold."

### America Land

(Air Dixie Land)

America is the land ob dollars,
Git a lot, an' plenty follers
N. E. A.'s a workin' harder
G'wine ter fill de nation's larder—
Shout away, shout away, America Land!

Chorus:

O, glad I am in America Land,
Hooray, Hooray,
In America Land I take my stand,
To lib an' die in America Land;
Hooray, hooray, America forever!
Hooray, hooray, America forever!

America's de land ob freemen;
Long ago dey killed dat demon,
Wantin' thrones an' kings an' acres—
Gittin's good but ain't no takers—
Shout away, shout away, America Land!

Chorus:

America ain't fond ob fightin'
But she's gwine to do de rightin'
Take 'em by de coat an' collar,
Till dey quit, an' make 'em holler—
Shout away, shout away, America Land!

Chorus:

### "Pen Is Mightier Than Sword"

(Air—Marching Thru Georgia)

"Pen is mightier than Sword,"
We'll shout it as we go,
And sing it with the spirit, boys
That rids the world of woe;
Sing it as the world has sung,
In ages that we know,
While we are writing for Freedom.

Chorus:

Hurrah! Hurrah for the N. E. A.!
Hurrah! Hurrah, we'll try to stop the fray!
As we sing the melody in Minneapolis,
While we are writing for Freedom.

We're fighting for democracy
That all the world may see,
How glorious is this land of ours,
Where every man is free;
And labor earns his honest dues
On mountain, plain and sea,
While we are writing for Freedom.

Chorus:

Yes, and there are soldier boys
Who'll weep with joyful tears
When they see our honored flag
Float o'er the blood bought years;
For we'll join the pen to sword
And turn to wheat the spears,
While we are writing for Freedom.

Chorus:

"The triumph of democracy,"
Be this our battle cry,
And all our eager pens can write
Until it fills the sky;
And dooms forever greed of power
With justice from on High
While we are writing for Freedom!

Chorus:

**Special Editions Trade Boosters.—By James Howerton, Manager of Hallettsville, (Tex.) Herald.**

In answer to the question, "Are special trade editons real trade boosters?" my experience with editions of this nature, tho limited, causes me to reply in the affirmative

Just so surely as advertising pays, just so surely are special trade editions trade boosters.

I believe there is no advertiser who has used space for any length of time who will not agree that the more items of interest carried the longer will the reader peruse the paper and the more often its contents, reading matter, pictures and advertisement.

This being true, it is evident that on his visit to town the reader has retained mentally a considerable picture of the matter published in the special edition, and this impression serves as a magnet to attract his attention as he enters the business section to those mechants whose advertisements appeared in the special issue. Thus a customer has been gained and if he receives the proper service will call again.

As manager of the Herald I have on different occasions issued special Christmas and Easter editions. While these may not be strictly classed as trade editions, yet they are similar, serving to a great extent the aims and purposes of the trade edition. These editions have proved profitable to my business, my advertising patrons and, I believe I can truthfully add, also to the readers who took advantage of the advertisers' special prices.

Another feature worthy of note is the fact that the custom of our people during the Christmas, Easter and other holiday seasons to attire in new raiment has been developed largely and is still being increased by publicity given thru the columns of the press. There is an inherent desire within us all to participate in those things most customary. This desire would become latent except for an occasional reminder that the time for renewed activity along this line is approaching.

I can conceive of no better incentive to create anew this desire than a tastily arranged, clean printed and attractive special trade edition arranged for Christmas, Easter, harvest or any other appropriate time.

New trade from surrounding sections will be gained by distributing copies of the special issue to people who are not subscribers to the publication and who have not been accustomed to purchasing supplies in your trade territory. A new customer gained is an asset to any line of endeavor. The special trade edition is a valuable medium thru which to gain these new patrons and increase the patronage of those already obtained.

# The Making of a Magazine

## A Distinctly American Institution Which Puts White Paper and Printers' Ink Into Our Billion-Dollar Class of Industries

CONSIDER the printer and his ink. He toils far into the night, spinning wondrous tales of every industry save his own. Yet the application of printers' ink to white paper in 1914 (the latest year for which the government has figures) produced in 31,162 establishments a commodity that sold for $810,508,111.

Sell the wheat crop of the nation at the prevailing high prices, and the wheat of the country will just about pay its yearly printing bill.

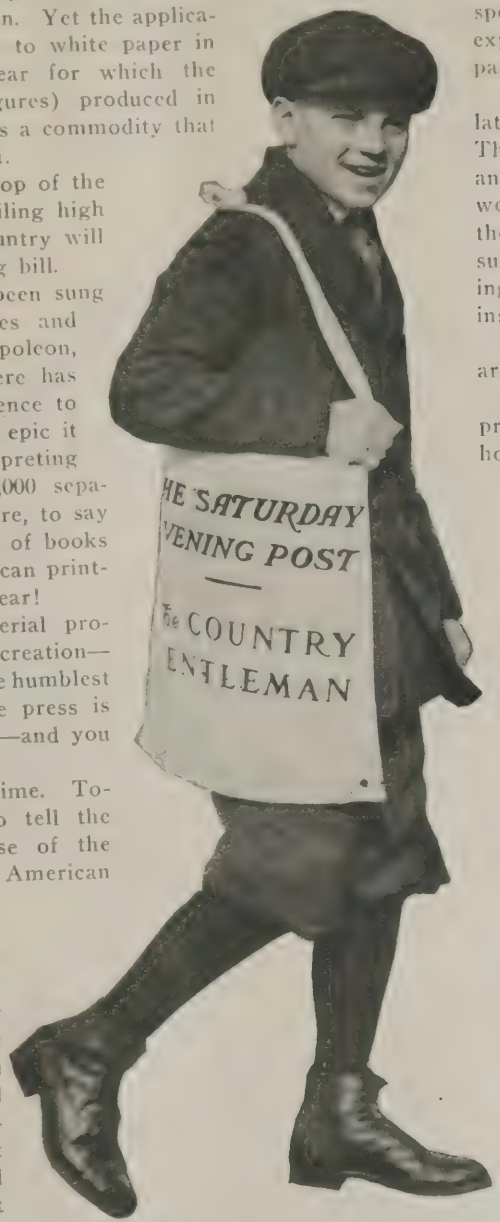
The printing press has long been sung as the bulwark of our liberties and more to be feared, to quote Napoleon, than 100,000 bayonets. But there has been none so poor to do reverence to its economic aspects. What an epic it would be, marshalling and interpreting the facts behind the 15,613,000,000 separate pieces of periodical literature, to say nothing of another billion or so of books and pamphlets, which the American printing press brings forth in one year!

Add to this picture of material production the human element of creation—for is it too much to say that the humblest contribution to the maw of the press is brought forth with great travail—and you will have an epic indeed.

But all this is for another time. Today the muse is summoned to tell the pleasing tale of a single phase of the glory of the printing press, the American magazine.

The American magazine, some one has said, has influenced American life and letters more profoundly than any other single agency, not excepting the school. It has shaped our social consciousness, it has molded our political thought, it has tempered our appreciation of art and literature; it has quickened commerce, changing overnight as it were a whole people's standard of living—who set your breakfast table this morning, who taught you to sweep without a broom, who arouses in you a longing for music in the home, for a motor car, for ready-made clothes—who, but the magazine? Here is the story, then of a typical American magazine.

When Cyrus H. K. Curtis, after successfully founding the Ladies' Home Journal, undertook to revive Benjamin Franklin's ancient publication, the Saturday Evening Post, the following comment appeared in Printers' Ink: "Cyrus Curtis, who has made a pot of money out of the Ladies' Home Journal, is now engaged in blowing it in on the Saturday Evening Post."




**One of the 50,000 Post boys. To work for the Post and receive its business training this boy had to show that he was physically sound, morally straight, and mentally awake.**

In this connection there is another clause in the indictment of the reckless Mr. Curtis. He once said, in speaking of an employee, "He is the most expensive man connected with the company. He won't spend anything."

In view of what happened to Mr. Curtis later on, these anecdotes are significant. The people with a passion for playing safe and sane couldn't see why he wouldn't let well enough alone. The sequel shows that they spoke better than they knew; for presumably they did not forsee in their croaking a gloomy prophecy of a wonderful and inspiring success.

As evidence of his success exhibits A are attached herewith.

Every twenty-eight days, the 120 giant presses of the Curtis plant, working 24 hours a day, turn out more than 12,000,000 magazines, more than 142,000,000 a year.

Fourteen acres of floor space measure the capacity of the new Curtis Building in Philadelphia, exclusive of the storage warehouse.

An single edition of the Ladies Home Journal weighs 2,100,000 pounds; a single edition of the Saturday Evening Post fills 95 large mail cars.

The ink used yearly in printing the three Curtis publications, the Saturday Evening Post, the Ladies Home Journal and the Country Gentleman weighs 900,000 pounds. Forty thousand pounds of flour paste is used each year in pasting address labels and sealing copies.

About 3,500 persons are employed in the business, manufacturing and editorial departments of the Curtis plant. It would take Benjamin Franklin and his wife Deborah, with their ancient Franklin press, 19 years to turn out a single edition of the Post if they were to try it today.

The permanency and the solidity of that success is a combination of editorial skill and business acumen. But the rock bottom fact is that the editorial skill of the Curtis Company is skillful, and its

The permanency and the solidity of qualities are based on the practical, working condition, that the thing most desired by the world is service—and on the idea that first, last and all the time the Curtis publications must render service, and so make themselves indispensable to their readers and to their advertisers, and even to their own agents.

Thirty-thousand homes in the United States built after Ladies Home Journal plans and in consultation with Ladies Home Journal experts—thousands of babies helped to sturdy health, with the aid of the Journal's medical experts—farmers making two blades grow in place of one,

and acquiring thru the services of the Country Gentleman, essential information on anything agricultural that they may wish to know—buyers depending on the authority and reliability of advertisements in the Curtis publications—advertisers depending on the Curtis Division of Commercial Research for scientific, and sure, and unselfish guidance in the placing and advertising of their goods, and for the expenditure of tremendous sums—fifty thousand boy salesmen given a vocational and moral training of remarkable effectiveness, a grasp on business values, a sense of responsibility beyond their years, a respect for their studies and for the things of the mind, a respect for their bodies, and finally the certainty of having good employment found for them later if they have earned that service from the Curtis Company by means of service faithfully and effectively rendered by them—these are the high-lights of the Curtis plan.

In short, it has from the start been an application of plain, old-fashioned, common-sense business principles to the problems of big business.

The successful editor is a super-man, in that he must possess a sixth sense. He must by intuition anticipate drifts in public thought and taste, and with unerring judgment gauge what is vital to his public at a given time. This brings us back to where we started. The true heart of his problem is "what sort of reading matter will satisfy?" Not what does the public want, for that is quite another thing. It may desire a debauch, but the satisfaction would scarcely be present the morning after. The truly successful editor realizes his periodical as a quasi-public utility, and he must have for the needs of the public that sympathetic touch and that instinctive understanding which only the spirit of service can give.

The editorial problem of a magazine goes hand in hand with the business problem. A man like Cyrus H. K. Curtis is more than a great editor and more than a great business man. He is both. He is a great publisher.

So clearly do the circulation and advertising methods of the Curtis publication explain much of their great power and influence that the story of their internal organization and of their present status is one of the most dramatic to be found in the annals of American business.

**Few persons realize what is behind a page of the magazine they read. The Curtis Building at Philadelphia has fourteen acres of floors. Every twenty-eight days 120 giant presses turn out more than twelve million copies of Curtis publications. These presses use 900,000 pounds of ink annually and it takes 40,000 pounds of flour paste to put on address labels and seal separate copies.**

Mr. Curtis has done more than answer the question "What sort of reading matter will satisfy the people?" He has answered conclusively the question "What is the secret of great and lasting business success?" He has answered it, as I have already indicated, by service to his readers, to his advertisers, and to the very boys who deliver the Curtis publications.

Consistent and wise application of this principle has resulted, not merely in a big circulation and big advertising rates, but further in a valid and final demonstration of the fact that sound business and sound ethics are in the long run synonymous terms—a truth on which not all business men have the intelligence to build.

This has made possible, among other things the development in the Curtis Company of a Division of Commercial Research. Nothing more revolutionary and constructive can be found in business history. It marks probably, the beginning of a business epoch, based upon a positive science of advertising and distributing goods.

The Division studies, one by one, the chief industries of the country. On the basis of the information so obtained—oftentimes confidential information—the experts of the Division have formulated laws that seem to govern the buying and selling problems of all sections of the country. They have written what is really a business philosophy on the result of their research.

The method of investigation is to go out on the road and visit hundreds of cities in all parts of the country, calling on manufacturers, wholesalers, retail stores and consumers, and applying to the information obtained by these interviews keen commonsense methods of analysis which will bring out the underlying facts: For example, one year was spent on automobiles, trucks and motor cycles, and their accessories; another year on department stores, with particular attention to textiles and women's ready-to-wear clothing; six months on agricultural implements; and for the last eight months the investigators have been occupied with the vast subjects of foods and the problems and methods of grocery stores.

**The evolution of The Saturday Evening Post from the first copy of Benjamin Franklin's Pennsylvania Gazette.**

In making these investigations representatives of this division have traveled more than 125,000 miles. The reports already made include more than 80,000 typewritten pages and 900 tables and drawn charts. At present the division is at work on the tractor, in the belief that it is one of the coming big things in American agriculture.

Another development of the Curtis idea of service is to be found in the work of the Ladies Home Journal, whose twenty-two departments answer annually 600,000 letters written by persons in need of guidance and help of one kind or another. House-building, housekeeping, the care of children, and every conceivable kind of personal problem are among the things which the Journal editors have to deal. Think of a publication making itself as essential as that—apart from the entertainment and the general information offered in its pages! Consider the educational influence on thousands, for example of those world paintings now being reproduced in the Journal at great expense, and—again—with enormous returns to the Journal for a service rendered to the public.

And here is the service program of the Country Gentleman. It speaks for itself:

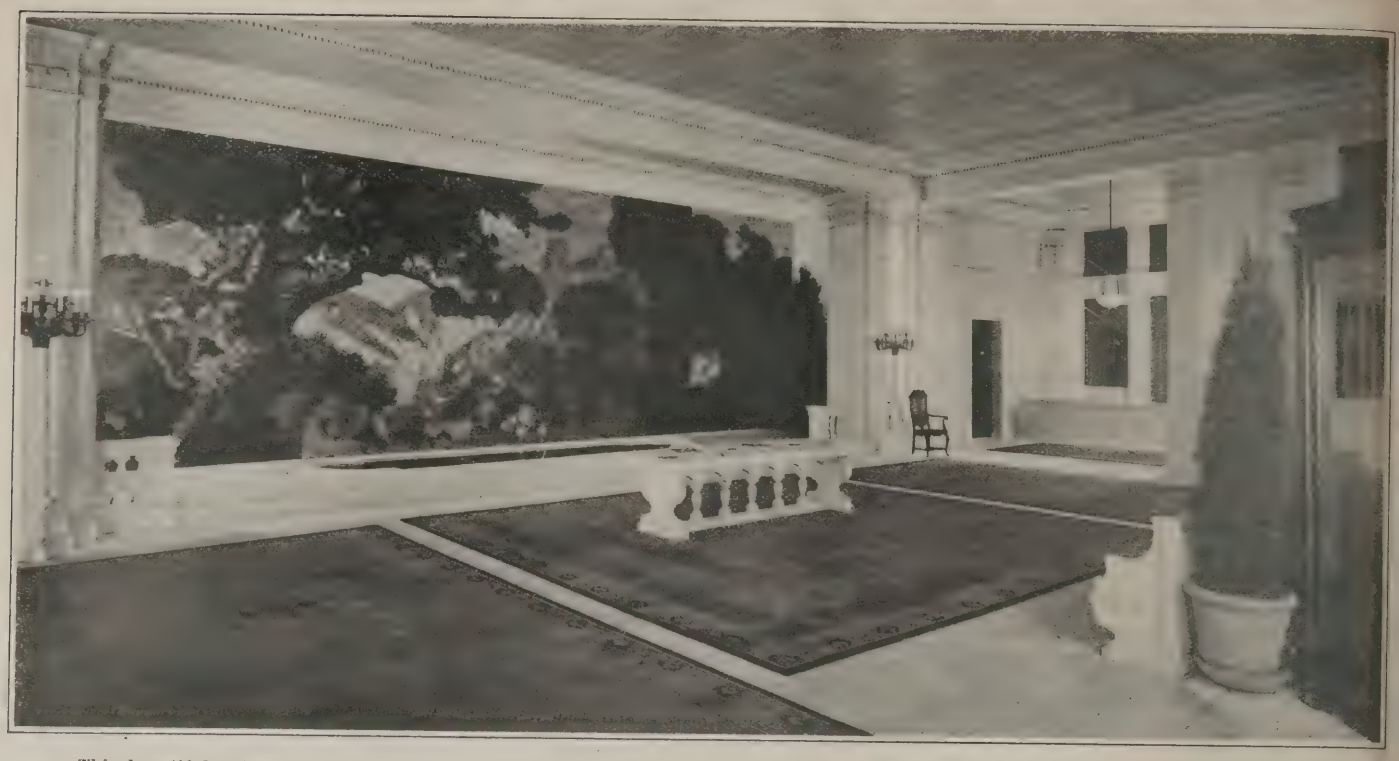
"We stand for a national solution of national agricultural problems, at present mostly political.

We stand for a square deal for the land, for recognition of the fact that whatever improves the situation of the man on the land is of universal benefit.

"We stand for a high business efficiency of the individual farmer, which will increase his net profits from the soil.

"We stand for a broader and more satisfactory life, better social conditions, and better standards of homemaking."

Space limitations will not permit a detailed account of the circulation system of the Curtis Company. It has built up its vast army of readers partly, as already indicated, by becoming indispensable to them; and partly by highly intensive methods, worked out thru a system of territorial sales managers, 40 correspondents, 50 road men, 2,000 district agents, and 50,000 boys under these district agents. This gives the Company 50,000 movable news stands, so to speak, which go out where magazines will sell, and waste no effort on localities where they won't sell. The home office has a string on every one



This beautiful entrance greets the nervous author on his way to the stern arbiters of the Curtis editorial department. The mural in the back is "The Dream Garden" by Maxfield Parrish and Louis S. Tiffany.

of these boys, and that is good for the boys and good for the Company.

This string on the boys is the League of Curtis Salesmen. The Company makes two offers: To young men, "For any young man fulfilling certain conditions we guartee to secure, upon request, a good salaried position with a reputable concern in or near his home town." To employers, "We offer to send you, when they are ready for employment, young men trained in business fundamentals, particularly salesmanship, with good records for three years in school and with us, and who we believe, will develop into good business men."

A boy joins the League of Curtis Salesman. To become a Master Salesman in the society, he must have a certain record of sales of all three publications, determined by the locality which he is in; he must have a perfect record in ordering and remitting for at least a year; he must meet the essential physical requirements; he must maintain an excellent school average in all studies, and must present a certificate from the principal of his school to that effect. He must be "physically strong, mentally awake, and morally straight."

The Curtis plan supplies to a ver large number of young boys, in the habit-forming period of their lives, a preliminary training in business values, and a sense of personal responsiblity, whose ultimate worth cannot be estimated in dollars and cents.

This, then is the story of an American magazine, typical to a greater or lesser degree of the many publications of the country whose purpose is to serve human-kind. And as this purpose is more nearly achieved, it seems that the public responds more readily, and the business side prospers. For always the truth strikes home—men and women will pay and pay well for that which serves them.

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[Reprinted from "The Nation's Business," published by the Chamber of Commerce of the United States.]

## EDITOR OF TRADE PAPER A PRACTICAL PATRIOT

Mr. John Clyde Oswald, editor of the American Printer, is offering practical evidence of his patriotism. At the opening of the war he reported to one of the armories and offered his services in any capacity, but was not accepted.

He finally found it was possible to become a member of a historic New York state guard organization known as the Veteran Corps Artillery, composed mainly of business men who, because of their age and business responsibilities, could not give their services to the United States Army.

However, he is doing real service just now in guarding the water system up-state, devoting about half his time to the duty. This work is being done without pay and in addition each guard paying his own expenses. It is a patriotic work, well performed.

* * *

## MINNESOTA EDITOR HEADS TRI-PAPER COMBINATION

Mr. Ludwig Roe, for sometime Associate Editor of the Northfield (Minn.) News, is heading-up a combination of three Montevideo, Minn., newspapers—"The Leader," "The Commercial" and "The Advance."

The business men of Montevideo, dissatisfied with the newspaper situation as it has existed there for years, are responsible for the change. They secured options on the three plants, have spent several months in search of an able, aggressive and virile newspaper man, are subscribing capital to make the new venture a success and are pledged to patronize no other newspaper or print-shop for a period of five years.

# New York Newspaper Responsible for a Great Contribution to the Life of the Greater New York Community

## Miss Margaret Wilson, President's Daughter, Mayor Mitchell, President Willcox, Board of Education, and Congressman Kelly Participate

Under the auspices of the New York Evening World a remarkable series of demonstrations were held in July thruout the Island of Manhattan in social centers to celebrate the passage of the State Law permitting Community Center uses of the schools. Miss Wilson was welcomed at the City Hall by thousands of school children, and by Scout and other Bands.

Police Commissioner Woods, the chief speaker, introduced Miss Wilson as "The most democratic girl in America." The biggest human American flag ever seen in Manhattan was formed in one street by 1,000 children from one school.

The Park Commissioner, Cabot Ward, and aides arranged 25 park demonstrations in honor of the occasion, while choruses and tableaux were staged in the school centers.

One of these tableaux representing the Allied Nations was presented at the great evening meeting in the Washington Irving High School, in the Gramercy District, where the distinguished speakers gave addresses from which quotations as reported in the World, are here given.

"Let the school be the hearthstone of the community," said Miss Margaret Wilson, after five minutes of cheering subsided, when she took the stage as presiding officer of the meeting, "where," she continued, "the people thrash out their problems and find their solutions."

In introducing Miss Wilson, Mrs. William Grant Brown remarked significantly:

'Only in the last few weeks have we been able to say that the school shall educate the elder person as well as the child. In this time of world distress we should open the schoolhouse to teach many things, food preservation, for instance, and all the other things which aid the general welfare."

### Forming Committees Not Sufficient

"The problem before America," Miss Wilson brought out in her address, "is how we can best mobilize all of our resources and all of our power in the service of the world. We must show the world the people can act together swiftly and effectively.

"The Government is organizing its resources. It is mobilizing the resources which we, the people, have intrusted to them. They are inventing all kinds of agencies to help us to serve the world in this crisis.

"Are we organizing as a people? Are we getting ready to work together? We are trying to do it. There isn't a person that I met that doesn't seem to be trying to find out how to do his or her bit. They are all very, very eager, and there are thousands of committees and organizations springing up.

"It makes your head reel to think of the number of them. I think they get formed as quickly as Ford automobiles. They say it takes fifteen minutes to make a Ford automobile, and I think a new committee or a new relief organization is formed every fifteen minutes."

### Community Organization the Way to Help the Government

Notwithstanding this very great eagerness to help, Miss Wilson said the people generally found it difficult to assist because they were not properly organized.

Would you say that the army was organized if the soldiers belonged in little groups, each group working just the way they pleased, without any great plan? Well, the army of citizens at home must organize according to a great democratic plan before we can work together.

'Now I believe that at this meeting we will be able to suggest the one plan or community organization for thorolly mobilizing our resources, an organization meant for times of peace as well as times of war.

"Do you realize that after all the people of the United States are not really in vital connection with their own Government? We must organize as a people so that we can gain democratic control of our local politics and cooperate with the central Government in Washington.

### The State Community Center Law

"Now, I suppose the question in the minds of all of you is how to do this. Well, there is a new law in this state which says the School Boards of the state shall organize Community Centers. So I should say that all of you who live here in this school district that are here tonight should sign a petition to the School Board, asking for a meeting on a certain night, that is, for this school building to be open on a certain night. And you who belong to other districts, I think the law requires twenty-five signatures, do the same in your own districts. Then on the night set form you association, no matter how few people are there, leaving it open to everybody else within that school district to come in, and they will come in when they see you coming to the school house regularly. So, no matter how few people are there, form your organization. I would suggest that you ask the School Board to give you as your executive officer the school principal or somebody in association with him.

### Organize Every Community

"But elect your officers, whether it be a representative of the School Board or not, and meet regularly in the school building, and take upon yourselves the responsibility for everything that goes on in that school building, because you are responsible and not the School Board. Now, don't you see that if every neighborhood in New York City and every neighborhood all over this country were organized in one organization responsible for everything that went on, don't you see how much simpler it would be for the work which must be done during the war time, how much simpler it would be to get that work done, and to get it done simply and systematically?

### Could Help in Food and Red Cross Work

"Take, for instance, this school building as a Red Cross unit. They could ask the Food Commissioner to come down here and give them advice how to conserve food. They, in turn, could give the Food Commissioner advice. They can promote everything the Government is trying to promote at this time. The Government in Washington will know where to find the American people. You know we go to a home to find the family, but the Government does not know where to find the American people When it wants to get information to them it has to depend upon the press. They have to go out in the highways and byways to find the people. They have to look for them in private organizations, and when they have found

them there is no means of getting them to work in a simple and systematic way.

**Bring Government and People Together**

"But if the neighborhood family, if the one organization, the one family that is going to use the school building meets there every week, the Government knows where to find you, and when the people shall have a direct communication with the Government we shall have a hold upon our own affairs and we shall be a means of direct communication between the Government and the people.

"If we are going to have a really great part in the triumph of democracy over the world, we must organize; and if we are going to be really self-governing for all times, we must organize ourselves and march forward together."

**Mayor Mitchel—New York's Centers**

The Mayor followed Miss Wilson. He said at the outset of his address that while the organization of the Community Centers was chiefly for the Americanization of the people, it applied not only to foreigners, but to those born here "who haven't the real conception of America and what America means."

He spoke of the value of giving everyone a better understanding of American life and ideals, and the duties and obligations of citizenship, adding that "the public schools of New York had been used for years for just this sort of task. Nothing has done more for Americanization than the night schools of New York. Under the auspices of the Board of Education there are 140 Community Centers in New York, fifty of them being maintained by the Board, and the others under adult supervision.

**Community Centers for Every School Would Help the Government**

"Now comes this plan for the more complete organization of the community by the use of the school buildings, but the building must remain under the supervision of the Board of Education as the purpose of the building is the education of children. This is an opportunity for the city to aid in the great program of preparation laid down by President Wilson, an opportunity for coöperation and usefulness. A Community Center in every public school could be used for the dissemination of information so that it would become a useful medium of the Government; it would bring people together and be a vital agent for the eventual Americanization of all our people. There is nothing more important than this Americanization. If any thing should flow to us from this great war it will be the integration of our own people to make the world safe for democracy."

**President Willcox—Efficiency in Government Thru Centers**

President Willcox, who followed, said:

"The serious, vital problem which is before every nation today is whether democracy can organize itself for efficiency to compete with the efficiency that autocratic government so well illustrates. The sign which is growing out of this war is the manner in which the democracies of the earth are getting together. They are realizing, as we are, that democracy is now fighting for its life.

"The theory of Germany that there is no such thing as right and wrong between nations strikes at the very root of civilization. Our task now is to organize our nation for efficiency. I can assure you that the establishment of Community Centers in the schools to bring this about will have the utmost support of the Board of Education."

**Congressman Kelly—Winning the War by Organizing the People**

In part Congressman Kelly concluded the evening with these words:

"We are not gathered here for an evening of entertainment; we are not even gathered here to mark something that has been done; we are here to face problems as Americans, as men and women, facing serious problems indeed.

"There is no place where you can bring all the people together, where you can talk things out, where you can discuss all the problems that may come up excepting the public school building that is owned by all the people and controlled by them.

"Did you ever stop to think that the schoolhouse is the one American institution we have given to the world? That is one thing we gave out. No other nation had a schoolhouse when we started it, and yet we have seen other nations taking it up and developing it.

**France Since 1870 Developed School for Community Meeting Place**

"France took the American schoolhouse idea in 1870. It never had a public school before that time. It took it from us boldly, transplanted it into every community of France, and established a school teacher there. And what is she doing now?

"They have gone beyond us, and every week in all the schoolhouses of France the men and women come in on an evening and listen to the bulletin, a printed bulletin that comes out every week, that gives all the news of the bureaus in Paris, and it gives them all the information they should have as to the conduct of this war.

"France has shown us the way. What do we want? We want 400,000 ommunity Centers coming together. And when we have a community gathering in every community 400,000 of them, we can give them any problem in this land and find that they will solve it in the end.

**The War Makes Community Gatherings More Needed**

"We need it now at this time. In a war or democracy we need the community gathering more than at any time in America's history. We are not going to win this war by our army or by our navy alone. We are going to win it by a united people behind the fighting lines. We are going to win it by a mobilization of the public mind, so that they will stand back of everything that is done. Well, now that unification must come thru these schoolhouse meetings.

**Help Officials Find Will of People**

"I have listened with great attention to statements that if you get together here, you could force legislators to do the will of the people. Well, I claim it is the right of a public official to know what the people in his district desire. The average official wants to carry out the will of his people. The average official can't tell what the will of his people really is because the people themselves don't get together. The schoolhouses should bring them together. But to do this means faith, and work, and sacrifice by those who are not afraid to try democracy."

## AWARD FOR MOST CONSTRUCTIVE WORK IN JOURNALISM

Rules governing the award of the loving cup offered by the School of Journalism of the University of Missouri to the Missouri newspaper accomplishing the most constructive work in journalism on behalf of good citizenship during the next twelve months have been announced. The rules were formulated by a committee consisting of the president and two former presidents of the Missouri Press Association: H. J. Blanton of the Paris Appeal; William Southern, Jr., of the Independence Examiner; and Fred Neeter of the Cape Girardeau Republican. The contest is open to every Missouri newspaper.

The rules provide that the cup shall be awarded to the Missouri newspaper which in the twelve months ending April 1, 1918, does, in its field, the most constructive work on behalf of good citizenship. Constructive

work on behalf of good citizenship is interpreted to mean promoting, by publication of editorial, news, advertising and other articles, the elevation of the standards of living and the permission to all men of attainment of these standards.

Nominations for the award may be made by commercial clubs, literary clubs, women's clubs, civic leagues or other organized groups, by city officials or by individual citizens. They must be made prior to April 5, 1918, in writing to the School of Journalism of the University of Missouri and be accompanied by a written statement of the reasons for the nomination, together with a file of the issues of the newspaper nominated containing the articles for which special claim is made.

The judges shall be: The President of the Missouri Press Association; the President of Missouri Writers' Guild; and the President of the State Historical Society of Missouri—or representatives named by them. Vacancies in the list of judges shall be filled by agreement of the judges present or by appointment of the dean of the School of Journalism.

The decision shall be announced during Journalism Week, 1918, at the University of Missouri.

## HOW TO WRITE LETTERS

### By One Who Writes Them

Look thru your files and read the letters soliciting your business and what do you find? If you have the time and patience, examine the copies of the letters you yourself have written upon business subjects. Unless the guess is hopelessly wrong, not one in ten of these letters has enough URGE in it to persuade a bibulous gentleman to "have another."

It isn't because you can't write winning letters. It is because you haven't had the importance of the subject thrust upon your attention. Almost any user of good English can write letters but he will have to do some thinking and traning of his methods of expression to write the kind with "pep" and "go" in them.

Lacking the time and opportunity to visit in person, a man can make friends by putting more of the "core" of himself into his correspondence. To illustrate: the other day the writer had a letter from the editor of another trade journal in reply to one of his, that brought the subject of this article to mind. The correspondent wanted to use a half tone that had been sent to him but it was too wide for the columns of his magazine. He had been told by letter that he could cut the engraving off at the sides so as to fit it into the required space.

He did not reply "Yours of the ——— inst. received," etc., etc., but this was the opening sentence of a short, breezy letter, "I will cut the half tone off at the sides and return it to you as soon as we are thru with it."

Now, this letter sent a thrill of pleasure thru me. I have never met the man but I am "dead, sartin sure" I will like him when we do meet. With a little study one could soon learn to read the character of men thru their correspondence. Perhaps it is done intuitively, to a greater extent than we think. If a man has "stuff" in him it ought to come out in his correspondence. One ought to try to make his letters pulsate with the same lively interest which animates his conversation. If ambiguous, stereotyped phrases clutter up his attempts at communication the result will be misunderstanding and, more often, disinterestedness.

The laying down of certain rules to be followed in writing business letters would invite the commission of the very error of which we are complaining. Originality and the expression of one's self in a happy, natural way will get ten times the attention that a common, ordinary, thoughtless letter will receive.

The opening paragraph of the letter should command instant attention and the following sentences should have a sequence in thought which would say all there was to be said and then close as with a good hearty hand-clap, carrying conviction. In a letter designed to secure business or effect sales one must vitalize the facts with quick forceful words. Quoting Mr. Geo. H. Barbour, "Let your correspondent know that a personal interest attaches to him—a real personal interest that is not measured wholly by his orders and his dollar. Talk to him along the purple ribbon as one would talk to another—with point, tact and brevity; with clean business sense and clever understanding of his needs. In return you will win that close, personal association and active support which builds business."

# President Hotaling of the N. E. A. Honored by Fellow Townsmen

PRESIDENT HERBERT C. HOTALING of the N. E. A. is honored in his own country, proving that the rule to the contrary has its exceptions. His qualities of mind and soul are such that the people of Mapleton, Minnesota, spontaneously sought to voice their approval of the recognition given by the editors of the local newspapers of America in elevating him to the highest position within their power.

A better idea of the event can be had by reading an account of the exercises as printed in the Daily Review of Mankato, Minn., a paper published in an adjoining city. It is as follows:

In the unanimous selection of Hon. H. C. Hotaling, editor of the Blue Earth County Enterprise, as the new president of the National Editorial association at the recent gathering of that body in Minneapolis, a high mark of distinction has been placed upon Mapleton, and as an appreciation of the great honor thus bestowed the live and wide-awake people of that community planned and successfully carried out a reception and demonstration at the village last night, at which Mr. Hotaling and his good and talented wife were the guests of honor.

While it rained yesterday afternoon and looked very threatening last night, it did not interfere with the plans nor did it keep a very large number of the people from that section of the country from attending, who were eager to manifest expression of pleasure and friendship in the selection of their most beloved and respected citizen, friend and neighbor to this exalted position.

In the election of Mr. Hotaling as head of this great and most powerful organization he has been brought into national prominence, as has also his home town, county and state, where he has lived so long, and the good people of Mapleton and vicinity have shown to the entire

country in their demonstration last night their esteem and respect for their citizen, and that they are indeed proud and grateful for the new honors.

Not only is Mapleton thus favored and honored but Mankato shares with it as well, for Mr. Hotaling was born and reared to manhood in this city, where he learned his trade and gained his early training in the newspaper field.

Mr. Hotaling is a newspaper man of the old school but has kept abreast of the times, being today most thoroly and modernly equipped in every sense of the word.

There are those in Mankato and the county who will remember Mr. Hotaling in his boyhood days when he conducted his first print shop in the belfry of St. John's Episcopal church at this city and where he issued his first paper. Then he served his apprenticeship in the Review office under the late John C. Wise, remaining in that gentleman's employ for a number of years. He then accepted a position with Editor W. R. Geddes of the Mankato Register, and later largely thru the efforts of Mr. J. E. Brown, he went to Mapleton, started in a small way the publication of his present paper, which has grown and developed until today it is one of the most recognized and ably edited of country newspapers.

Mr. Hotaling made good as an apprentice, and has made good thru his entire life. Friends have watched his development and growth with great pride. He is not only a thoro newspaper man and able editor independent and fearless at all times, but a high grade business man and a citizen of sterling integrity, big hearted, generous and most charitable. Such are the characteristics and fine qualities of the gentleman who was so highly honored by his towns people and neighboring friends last night.

Mapleton has benefitted, progressed and advanced thru the untiring efforts of Mr. Hotaling and his paper, and everywhere, at home and wherever known, he is held in the highest esteem and regard. So yesterday was a proud day for Mapleton and will long be remembered by her people with the brightest and most pleasant recollections.

The program last night was carried on out of doors, the band stand in the middle of the main street being used as the speakers' stand, and the people assembled about it to hear the speeches.

At 7 o'clock a committee of ladies of the village prepared and served a delicious dinner at Editor Hotaling's home, at which that gentleman and wife and a number of their guests who were there for the demonstration, were invited.

About 8 o'clock the Mapleton band, which had been playing on the street, marched to the home of Editor Hotaling and escorted him, his wife and lady guests, who rode in an auto, to the speakers' stand.

B. F. MGregor, who is always one of the prime movers in any affair undertaken at Mapleton, presided at the meeting as only Ben can do, and introduced the speakers. The program opened with the singing of America by the entire assemblage, the band playing the accompaniment.

Short addresses were made by John C. Wise of the Mankato Daily Review; Col. Rountree of Georgetown, Texas, whom Editor Hotaling succeeds as president of the National Editorial Association, and a near friend; Judge Vance of Blue Earth, a pioneer of Faribault county who has known Mr. Hotaling from boyhood; Editor Hadley of the Winnebago Enterprise, and president of the Minnesota Editorial Association; Lawrence Hodgson, better known as "Larry Ho," secretary to Mayor Irvin of St. Paul, and an old newspaper man and brilliant speaker, and Will Wilke, president of the Northern Minnesota Editorial Association, of Grey Eagle, Minn. All of the speakers paid eloquent tributes to Mr. Hotaling.

Mrs. O. W. Healey of Mapleton was the last speaker, and she paid a beautiful tribute to Mrs. H. C. Hotaling, wife of the editor, excerpts from which follow:

"It means a good deal when your neighbors speak well of you. We are proud of Mrs. Hotaling for many reasons. Proud that she graduated from the Mankato Normal school, that magnificent institution continuing to satisfy our pride with its product.

"We are proud that she made signal success as a teacher, a vocation of great worthiness and significance.

"Her interests educationally are still vital and she finds many avenues for their expression. We are proud of the very real part she has had in the splendid growth and development of the Enterprise. She has spent unnumbered days at the office there engaged in every part of newspaper construction and always to its credit.

"Countless times she found it necessary to hurry home in the scantiest minutes possible to provide for her family, to whom she has ever given the most conscientious care.

"In this connection our pride flames up with increased brilliance from the fact that the altar fire in that happy home has never been dimmed, nor has there ever been the least entering in of modern society's baneful problems to poison its sacred atmosphere.

"Motherhood with its pain and pleasure and myriad requirements has filled a large place in Mrs. Hotaling's life, a beautiful companionship existing between her and her daughter.

"With the sagacity of a seer she succeeds in eliminating non-essentials from her life and living, retaining with fine estimate only the things most worth while.

"Mr. and Mrs. Hotaling not only share others joys—few functions being considered complete without their presence—but are most active and generous with help and sympathy in time of trouble and bereavement. It is remarked that they seem utterly forgetful of themselves in the stress of another's grief. With no blare of trumpet do they seek out and minister to the deserving poor.

"Mrs. Hotaling has furnished initiative for important gatherings. Among these is the Woman's Study Club, which she served two years efficiently as its president. She has occupied foremost places in lodges and fraternal unions, some of whose offices have embraced state wide fields.

"Her life is big with suggestion that if we only become deeply enough interested in some definite business, working often with heart and brain for something outside ourselves that tragic unrest which assails so many will surely flee away and be gone like a shadow.

"We who read the Enterprise and enjoy acquaintance with the editor and wife love to think of them as one in purpose and aim for the betterment of our community, giving in the paper always a just and fair reflection of daily local enactments and world wide happenings, discarding that which blackens and sears, and faithfully chronicling interesting constructive news.

The meeting was brought to a close with the playing of the Star Spangled Banner by the band.

The ladies of the Mapleton Red Cross chapter served ice cream and cake to the people on a vacant lot on Main street, near the speaker's stand. They wore the regulation white dresses and caps.

Besides the above speakers among those from abroad who were present at the demonstration were Mrs. Hadley of Winnebago, Mrs. Lawrence Hodgson of St. Paul, Mrs. Rountree of Georgetown, Texas, Mrs. Wilke of Grey Eagle, Minn., the Misses Helen and Flory Wise, Mr. and Mrs. F. C. Hotaling, Miles Porter, J. E. Reynolds and J. H. Macbeth of Mankato and F. H. Griffin of Good Thunder.

# Past President Rountree Describes Trip Across Continent

PAST PRESIDENT LEE J. ROUNTREE, editor of the Georgetown Commercial, Georgetown, Texas, has published a most interesting article in his newspaper describing a 6,000 mile trip across the continent.

Mr. and Mrs. Rountree left Georgetown July 5th and returned home on the evening of August 2nd, visiting Chicago, St. Paul, and Minneapolis, where they attended the N. E. A. convention and then journeyed westward to Victoria, B. C. Excerpts from the account of the wonderful trip follow:

While in Victoria, the famous English city on Vancouver Island, a picture taken on the steps of the handsome Parliament building. Top row, left to right: Hon. Will G. Wilke, president of the Northern Minnesota Editorial Association; Mrs. H. C. Hotaling, Hon. H. C. Hotaling, of Minnesota, president of the National Editorial Association; Mrs. and Mr. Lee J. Rountree, of Georgetown, Texas. Bottom row: Mrs. Will G. Wilke, Miss Mary Hotaling and Master Roger Wilke. Victoria is situated on Vancouver Island in the Pacific Ocean.

"On Saturday, July 14th, Mr. and Mrs. H. C. Hotaling, Mr. and Mrs. Will G. Wilke, Miss Mary Hotaling, Master Roger Wilke, Mrs. Lee J. Rountree and myself left Minneapolis for Winnipeg, Canada, on a six thousand mile tour thru the Dominion of Canada, going over the Canadian Pacific coast and returning over the Canadian Northern Railway to Winnipeg, thence to Port Arthur on the northern shore of Lake Superior, the largest inland lake in the world, taking the boat 'America' for a day and night across Lake Superior to Duluth, Minn.; stopping at Royal Isle, one of the beautiful spots of the American continent

"At Winnipeg we were the guests of Col. A. R. Davidson, vice president of the Canadian Northern; Osborn Scott and John Wardrop, of the passenger department of the Canadian Northern railway. After a drive over the city, Winnipeg being one of the largest cities in the Dominion with 350,000 population, visiting the soldiers' hospitals, the educational institutions, permanent Canadian exhibit of products and government buildings, Mrs. Hotaling, Mrs. Wilke, Mrs. Rountree and Miss Mary Hotaling were entertained at the home of Colonel Davidson. It is one of the handsomest residences in Canada and was recently completed with furnishings and paintings secured in Rome, Brussels and Paris, before the war. Here we caught the first view of the disasters of the European war. About 1,000 returned soldiers who had been wounded had just arrived and presented a most sympathetic spectacle. We were allowed to talk with many of them of the Emergency Hospitals. The Canadians went to war early and whole regiments were annihilated in the heroic attempt to save the civilized nations of the world. Of the atrocities and outrages committed I will write later as the war story

of Canada, her suffering and sacrifices, will be of interest to all patriotic Americans.

"A vast stretch of country lies between Winnipeg and Medicine Hat where weather is manufactured. At Calgary we stopped two hours and were received by members of the Chamber of Commerce and escorted over town, viewing the splendidly built city of 75,000 people. A luncheon had been arranged for us here but the train service made it necessary for our party to proceed on the journey. Here we saw the grim results of war, all the young men who had returned from the trenches were wounded , legs, arms and hands gone or poisoned by gas. Old men and women were doing the work. I saw a company of men from 45 to 60 years with their gray hair, drilling on the public grounds as the flower of the country had already gone to Europe. * * * * We arrived at night fall at Banff, in the heart of Rocky Mountain Park. We made an auto trip to Lake Minnewauka up in the snow lines where the mountains meet the clouds. The lake is 200 feet above the town of Banff and 200 feet below Banff—being 400 feet deep, where fishermen catch trout weighing from 6 to 18 pounds. Mount Ball and Mount Assiniboine rise far above the clouds and are covered with snow all the year. Here is the great Canadian Park where we saw buffalo, elk, moose and other animals. This was a wonderful sight. Here on July 16th the men in the party wore overcoats and the ladies actually screamed for wraps. Along the mountain roadways clear crystal streams burst from the snow on the mountain sides. One of the most beautiful trips on the continent is from Banff to Lake Louise. This vast expanse of mountains, tunnels, clear lakes, great trees rival the Alps in Italy in grandeur. At Lake Louise in the hotel fires were burning and the visitors were wearing clothing as we do at Christmas time in Georgetown. In the glorious morning the deep blue waters, the glacier-clad mountains cast many glorious colors for the enchanted view of the visitor. No pen can paint the real picture of Lake Louise in the Canadian Rockies. It is superb.

* * * *

"After traveling along the Peace and Thompson rivers for five or six hundred miles we arrived in Edmonton, a beautiful city of 75,000 people. Edmonton is the capital city of Alberta Province. We were met here by a party of friends: Hon. James Ramsey, member of Parliament; Editor M. J. Hutchinson, of the Daily Bulletin: James M. Armstrong, a prominent business man, and Hon. Hyatt Cox, consular agent of the United States, and in automobiles we were driven at least thirty miles to all points of interest. Mr. Ramsey told me that Canada was greatly rejoiced when the United States came into the war, as things were serious at this time. We were invited to attend a baseball game, beginning at 7:30 p. m. and closing at 9:30. We had nearly reached the land of the "mid-night sun."

"We were met at Warman next morning at 10 o'clock by Mr. Gilbert Swain, of the Canadian Northern railway, and escorted to Saskatoon. After dinner with Mr. Swain Hon. Fred W. Trautman, of the Canadian Pacific railway at King George Hotel we were taken on an auto drive accompanied by Messrs. Clyde H. Sherry, C. L. Tanner, Gilbert Swain and Editor Dainow. We visited among other things the Agricultural Normal and College. Dean Jackson had a large number of returned soldiers who were crippled teaching them mechanical and agricultural pursuits. This college had only been established six years and had 1,000 students. Saskatoon is in the very heart of the great wheat country of the Northwest. Saskatoon expects to rival Minneapolis in the near future. I saw here at the Agricultural College farm the finest alfalfa ever grown in fifty-seven varieties. I have seen the finest farms in Austria, Italy, Germany and the Netherlands, but I never beheld a better one than at Saskatoon, where it is hardly ever night and eight months winter. The finest crop here is potatoes and I believe that Canada and the United States will double any potato crop ever made. Of course, the wheat, corn and cotton crops will be short but we will win the war on potatoes if necessary.

In December, 1913, Saskatoon was but a sprinkling of shacks upon the bank of the great South Saskatchewan river. Her total population then numbered 113 hopeful souls. Most of them were young people of good class—cultured and resourceful; and early in the day there came to them, strange as it may seem, a clear and almost inspired sense of the estimable potentialities of this great province. Nevertheless, the whole West and particularly our portion thereof, was still a veritable terra incognita—raw, void and absolutely undemonstrated. Yet, in spite of that fact, an unarguable, instinctive conviction of the imminence of wondrous things obsessed every soul in the little shack hamlet of Saskatoon. Now the city has 25,000 people.

## REDUCING CREDIT LOSSES

W. E. Wroe, Chicago, Editor Wroe's Writings.

During the last ten years thru their trade associations the printers and lithographers of the country have made rapid strides in solving the problems that confront their particular trades, in reducing manufacturing costs, etc., but we wonder if a great deal cannot yet be done to cut down the costs of doing business by reducing credit losses.

Seventeen thousand concerns go into bankruptcy every year in the United States with losses well over $200,000,000. There seems to be no uniform policy among business men as a whole in regard to extending credits, altho in every large city there have spring up credit associations which aim to cut down losses incurred on poor risks to a minimum. Some of these are trade associations while others serve business men in general.

It is our experience in talking with printers and lithographers that many members seem to have no established standards of judging credit worthiness, but that practice varies with the business ability and habits of the individual printer or lithographer.

Concerns entering business as a rule require relatively larger amounts of printing done than older concerns, and as a result this business is considered desirable by most members of the trade, and is sometimes taken without due consideration of the worthiness of credit of the buyer.

We do not mean to say that printers or lithographers as a class are any less shrewd in their judgments or practices than other lines of business, but we have known of a number of cases where printers or lithographers in a desire to gain the good-will of a new customer have extended credits which have resulted in heavy losses.

An over-extension of credit to a customer is harmful to every party concerned. It not only often results in the loss of the amount involved to the original extender of the credit, but it often encourages a looseness in conducting his business to the party that gets the credit, with a consequent jeopardy to every other concern who has extended credit to him.

# AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

### Montana State Press Association

THE 1917 annual convention of the Montana State Press Association will be held in Missoula on October 3, 4 and 5, President Gilluly having decided upon these dates following a conference with the local committee in Missoula the first of the week.

The "Garden City" will open wide its doors of hospitality to the newspapermen of the state, the Missoula Chamber of Commerce, its newspaper representatives and leading business men being now engaged in arranging the preliminaries of an interesting and worthy entertainmet program. The University of Montana will open its school year on October 1 and Dean A. L. Stone of the School of Journalism, who is the local member of the executive committee, promises some interesting features to be contributed by the embryo journalists of the "U." There will be interesting business sessions, trips to attractive points, and enjoyment of various sorts for both the editors and their wives, embraced in the meeting program, detailed an nouncement of which will be sent out within the next few days.

The convention will follow immediately after State Fair Week in Helena, and many newspapermen will doubtless plan to make the trip to the Fair via automobile and continue their journey to Missoula to attend the convention.

### Military Tract Editors Assemble at Macomb, Ill.

The fifty-seventh annual meeting of the Military Tract Press Association was held in Macomb recently, The program included discussions of matters relating to the newspaper business as follows:

"Who Pays the Advertising Bills?"—W. H. Richards, Baltimore.

"Views of an Innocent Bystander"—Clarence S. Townley, Macomb.

Obey the Law"—Guy V. Pettit Reynolds Pres.

"An Editor at the State Capital"—Hon. Rollo Robbins, Augusta Eagle.

"Church Advertising"—Rev. W. T. Rogers, Macomb.

"Newspapers and Editors I Have Known"—W. H. Hainline, Macomb Journal.

"Advertising Rates"—General discussion.

"Advertising From the Merchant's Standpoint"—George M. Kullmer, Macomb.

"The Illinois Emergency League" — Mary Davidson, Carthage Republican.

"A Visit to a Paper Mill"—O. P. Woodsworth of the Butler Paper Company, illustrated by moving pictures.

The officers of the association are: President Fred B. Blazer, Aledo; vice-president, George Flint, Yates City; secretary-treasurer, V. L. Hampton, Macomb By-Stander.

### Alleghany (N. Y.) Publishers' Association

The printing trade was well represented at a recent meeting of the Alleghany County (N. Y.) Publishers' Association at Cuba Lake, N. Y. Questions concerning the printing and editorial ends of the newspaper business were discussed by Editors William Barnes of Wellsville, J. H. Backus of Andover, E. E. Stout of Friendship and E. E. Conrath of Cuba.

### Paper Men to Hold Meeting

Plans for the fall convention of the technical association of the pulp and paper industry are rapidly being put in shape and it is expected that there will be a large representation present. The membership of the association at the beginning of the year was two hundred and seventy-four. The headquarters will be at the Hotel Nonotuck in Holyoke, Mass., and the committee of arrangements consists of Henry P. Carruth, of the American Writing Paper Company, chairman; Geo. E. Williamson, of the Strathmore Paper Company, Mittineague, Mass.; Raymond S. Hatch, of the Crocker-McElwain Paper Company; W. L. Nixon, of the Chemical Paper Company; and L. M. Yoerg, of the Carew Manufacturing Company of South Hadley Falls. It is proposed to have the association visit most of the thirty paper mills in the district.

### Livingston County Press Association

The Livingston (N. Y.) County Press Association will hold its annual meeting August 24, at Conesus Lake, N. Y.

### Birmingham (Ala.) Ad Club

The Birmingham (Ala.) Ad Club is to be reorganized. The Hotel Hillman has been chosen as the official headquarters and the temporary organization has already been effected.

### New Empire State Union

Publishers of weeklies in Eastern New York formed a new association last week, under the title of the Hudson Valley Weekly Press Association, and elected the following officers:

President Ernest L. Haight, Highland Post and Ravenna News-Herald; vice-president Jacob H. Strong, Rhinebeck Gazette; secretary, Fletcher Quick, Marlborough Record; treasurer, L. G. Goodnough, Cornwall Press.

### Proposed Association of N. Y. Circulators

Circulation managers of the N. Y. State dailies are planning to have an organization of their own, patterned after the New England Association, the Illinois Association and others. The plan was proposed by J. M. Annenberg, circulation manager of the Schenectady Union-Star, after what he saw of the New England Association, which he attended as a representative of the International Circulation Managers' Association. In proposing the union of the New York Circulators, Mr. Annenberg says:

"On July 11 and 12, I had the pleasure of attending the meeting of the New England Circulation Managers' Association. This meeting was certainly a most interesting affair and afforded the members from New England an opportunity to talk over and discuss many subjects of vital interest to their publishers. All the members seemed to be interested in their association and meetings and from the

attendance it can be seen that they derive a great deal of benefit. Since returning home it has occurred to me that it would be a mighty fine idea for the circulation managers of the big state of New York to organize a New York State Circulation Managers' Association.

"I believe that by having an association and meetings semi-annually or quarterly, same to take place in some central city or whatever the members think best, that it would be of inestimable value to every circulation manager. There are many vital subjects to interest state members.

"One very important subject that seems to be facing the newspapers thruout the country, 'The Child Labor Law and the Newsboy,' should be handled by a committee of circulation managers the same as it was handled very successfully in a big Western state to the advantage of the publications. There are many other problems coming up all the time and an association of circulation managers could be of great help to the state members and their publishers.

"I have had correspondence with James McKernan of the New York World, Willie Hoffman of New York Staats-Zeitung, M. D. Treble of the Buffalo Times, E. F. McIntyre of the Syracuse Herald and others. They are all enthusiastic about forming an association. We believe that if you and other circulation managers look favorably upon the proposition that it would be a good idea to call a preliminary meeting the latter part of August to be held in Schenectady. At this meeting we could discuss ways and means of further promoting the organization."

### Boston Press Club

James C. White, political reporter of the Boston Herald, has been elected president of the Boston Press Club. He succeeds Roy Atkinson of the Post. The club chose Frank P. Sibley of the Globe, vice-president, to succeed Mr. White.

The board of directors chosen follows: Thomas W. Grenall of the Record, Charles A. Loring of the New England Press Association; Robert L. Norton, political editor of the Post; James E. O'Connell, H. E. Vittum, advertising manager of the Houghton & Dutton Company, and H. L. Armes of the Post.

### Maryland Press Association

The annual meeting of the Maryland Press Association was held Wednesday, August 1, at the Hotel Emerson, Baltimore. The organization is composed of the editors of weekly newspapers of Maryland, of which there are 123.

The following officers were elected: President, John E. Raine, the New Era, Towson; vice presidents, R. H. Collins, the Transcript, Chestertown, and P. B. Englar, Carroll Record, Taneytown; secretary-treasurer, W. S. McCombs, the Republican, Harve De Grace; board of governors, C. Francis Baughman, the Citizen, Frederick; E. O. Diffendal, Westminster; J. Walter Mitchell, the Times Crescent, La Plata; Edward B. Powell, the Times, Ellicott City; S. E. Shannahan, Star-Democrat, Easton; Joseph M. Street, Harford Democrat, Belair, and P. Watson Webb, the Record, Cambridge.

### Nebraska Editors Meet

The Northeastern Nebraska Editorial Association held its annual meeting at Wayne, Neb., last week. Frank I. Ringer, commissioner of the Nebraska Manufacturers' Association, was the principal speaker. He lauded the country weekly newspaper as an advertising medium.

### Southern Newspaper Publishers' Association

The fifteenth annual convention of the Southern Newspaper Publishers' Association was held July 9, 10 and 11 at Grove Park Inn, Asheville, N. C., and was the most successful meeting ever held by the association. The attendance was the largest in the history of the body and the program was one of strict business thruout, while all of the papers and addresses were of vital and timely interest. The Southern publishers, who represent more than a hundred of the leading newspapers of the South, went on record as approving the proposal of the Federal Trade Commission that the Government take control of the news-print mills in the United States and distribute the paper therefrom for the period of the war. The association also favored the placing of second-class mail on the parcel-post-zone basis in accordance with the stand of the American Newspaper Publishers' Association.

During the convention thirty-five new members were elected to the organization and at the annual election of officers the following were named to lead the body for the ensuing year: President, F. G. Bell of Savannah, Ga.; first vice-president, James H. Allison of Nashville, Tenn.; second vice-president, Charles H. Allen of Montgomery, Ala.; secretary-treasurer, W. C. Johnson of Chattanooga, Tenn.

One of the features of the convention was a golf tournament for which the Editor and Publisher of New York had offered a trophy. This trophy, in the form of a cup, was won by A. F. Sanford, president of the Knoxville (Tenn.) Journal and Tribune.

The officers for 1917-1918, are: President, F. G. Bell, Savannah (Ga.) Morning-News; first vice-president; J. H. Allison, Nashville Tennessean-American; second vice-president, Charles H. Allen, Montgomery (Ala.) Advertiser; secretary-treasurer, Walter C. Johnson, Chattanooga (Tenn.) News.

Executive Committee: Victor Hanson, Birmingham (Al.) News; W. T. Anderson, Macon (Ga.) Telegraph; W. A. Elliot, Jacksonville (Fla.) Times-Union; W. G. Bryan, Atlanta Georgian & American; Edgar M. Foster, Nashville (Tenn.) Banner; Curtis B. Johnson, Knoxville (Tenn.) Sentinel; R. S. Jones, Asheville (N. C.) Citizen; F. C. Withers, Columbia (S. C.) State; S. L. Slover, Norfolk (Va.) Ledger-Despatch; M. E. Foster, Houston (Texas) Chronicle; Arthur Newmyer, New Orleans (La.) Item; H. Giovannoli, Lexington (Ky.) Leader.

Advertising Committee: W. G. Bryan, Atlanta Georgian & American; Charles Allen, Montgomery Advertiser; J. H. Allison, Nashville Tennessean & American.

### Texas Editorial Association

The annual meeting of the Texas Editorial Association will be held at Palacios, Tex., December 3-6.

### Northwest Texas Press Association

Every publisher of Northwest Texas was invited to attend the meeting of the Northwest Texas Press Associatio, held in Seymour, Thursday to Saturday, August 16-18.

Besides a program of papers on subjects pertaining to the newspaper business, every publisher present was expected to give some of his experiences which might be of benefit or interest to others. The papers on the program were:

"What Is the Value of a Continued Story?" J. Claude Wells, Hedley Informer; "The Arrangement of a Printing Office," Senator W. A. Johnson, Memphis Herald; "How to Handle Delinquent Subscribers," E. A. Carlock, Paducah Post; "Promptness in Answering Correspondence," R. H. Nichols, Vernon Record; "Newspapers and the War," J. C. Thomas, Childress Post; "The Typesetting Machine in the Small Printing Office," Ralph Shuffler, Olney Enterprise; "Newspaper Features," W. W. Leverett, Gainsville Signal; "The Advertising Cut Service," E. P. Haney, Wichita Tribune; "First Page Make-Up," J. M. Warren, Clarendon News; "Is a Field Man Profitable?" Sam A. Roberts, Haskell Free Press; "Journalism the Only Profession," Orion Proctor, Bridgeport News.

### Georgia Weekly Press Association

The officers of the Georgia Weekly Press Association elected the last week in July in Thomasville are: President, Paul Harber of the Commerce Observer; first vice-president, J. Kelley Simmons of the Telfair Enterprise; second vice-president, W. G. Sutlive of the Savannah Press; corresponding secretary, H. M. Stanley of the Dublin Courier-Herald; recording secretary, C. E. Beems of the Butler Herald; treasurer, J. J. Howell of the Cuthbert Leader.

A committee was appointed to go before the legislature and protest against any change in law regulating the price of advertising. The committee consists of Franc Mangum, chairman; Kelley Simmons, Volney Williams, Trox Banksston, J. T. Burkhalter and J. D. Durden.

The next place of meeting was left to the executive committee.

Most of the meeting was devoted to discussions on various topics, giving the members a chance to express their views at random. After adjournment the association listened to a speech of General Leonard Wood in the East Side Auditorium, the general addressing the association as well as the citizens of the town.

In his speech General Wood urged publicity for every policy and effort on the part of the government, except thost that might give information to the enemy. He stated that France mobilized her troops of more than a million men in four days and that the United States has been at work four months and yet there are none but regulars and national guard troops in the field and they are short the requisite number. War must be won with men, he said, no matter how many inventions there are to help. Men must be behind them.

W. T. Anderson of the Macon Telegraph gave an inspirational address on "The Newspaper Industry in the South." J. Kelley Simmons of the Telfair Enterprise followed with an address on "Uniform Advertising Rates." Lively discussion followed both addresses, and it was the sense of the delegates that the establishment of an advertising office to look after the business of the association was not feasible.

Major John S. Cohen, editor of the Atlanta Journal, in an impromptu speech said his paper desired to serve Georgia and her every interest. He pledged its influence to the upbuilding of the state.

### Missouri Press Association

H. J. Blanton of Paris, Mo., president of the Missouri Press Association, has announced that the annual convention of the association will be held at the Planters' hotel in St. Louis September 20 and 21.

It is not unlikely that the publishers will establish a department to look after the purchase of all print paper and the solicitation of foreign advertising.

The members of the chamber of commerce will aid in entertaining the visitors. A boat excursion will be held on the afternoon of the second day. Arrangements have been made at Jefferson barracks for the landing of the boat near the training quarters where the recruits will give an exhibition drill. A band concert will be given during the evening mess, at which the newspaper men will be the guests of honor. Governors Lowden of Illinois and Garner of Missouri have been invited.

Following the two-day session here the delegates will leave on Saturday for Jefferson City, where they will inspect the new state capitol. It is expected that at least 500 will attend.

One of the features of the opening day's program will be the showing of an eight-reel picture presenting the agricultural, commercial and manufacturing advantages of Missouri.

### Central Wisconsin Press Association

The summer meeting of the Central Wisconsin Press Association, held in Marshfield, was attended by over two-score publishers.

Alderman R. C. Hastings, in the absence of Mayor Felker, delivered the address of welcome and made the visitors feel at home at once. The response was by President George Crothers of the association.

Other address were made by D. F. Burnham of Waupaca, who spoke on "Consolidation and Its Results From the Publishers' and Patron's Standpoint"; L. A. Drown of Iola, who discussed the "Cash-in-Advance Subscription Plan"; F. R. Van Meter of New Richmond, president of the State Press Association, who gave his views on "What Can Be Accomplished by State-Wide Organization"; Bert E. Walters of Mosinee, who spoke on "Relationship Between Publisher and Patron"; and A. J. Riek of Weyauwega, who told of his experience in "Handling Country Correspondence."

After the business session the visitors were treated to an auto ride thru the city and the country. At eight o'clock they were entertained at a banquet. Among the speakers were Hon. W. D. Connor, C. B. Edwards, Hon. Merlin Hull and Carl Raubenstein.

Waupaca was selected for the next summer meeting.

### East Texas Press Association

The program committee of the East Texas Press Association met in Garrison and fixed the date of the next meeting, which is to be be held at Henderson September 14 and 15. The following is the program:

#### Friday, September 14

Meeting called to order at 1:30 p. m.

Invocation, by Rev. H. H. McCain, pastor of the Methodist Church.

Welcome address in behalf of the city of Henderson, by Mayor D. R. Harris.

Welcome address in behalf of the newspapers of Henderson, S. L. Ramsey, Henderson Times.

Response to welcome address, Henry Edwards, Troup Banner.

President's address, G. E. Watford of Lufkin News.

"Making Special Editions Pay," A. H. Shields, Times-Clarion, Longview. Open discussion.

"My System of Bookkeeping," W. S. Daivs, Redland Herald, Nacogdoches.

"The Typesetting Machine in the Small Office," W. F. Hayes, San Augustine Tribune.

"Idiosyncrasies of the Human Race," Hon. Joseph J. Taylor of State Press.

#### Saturday, September 15

Meeting called to order at 9 a. m.

Invocation by Reverend Stumph, pastor of the Baptist church.

"Advantages and Benefits of Organization and coöperation," R. B. Walthall, Garrison News.

"What the East Texas Press Association Has Already Accomplished," W. L. West, Polk County Enterprise, Livingston.

"Fair Price for Political Advertising," R. M. Gilmore, Center Champion. Open discussion.

"Benefits of the Farm Loan Associations to East Texas," Col. R. T. Milner, Appraiser.

"Increased Costs and How to Meet Them," A. H. Luker, Messenger, Grapeland.

"The Best Method of Keeping a Paid-Up Subscription List," T. J. Molloy, Times, Timpson.

"System in the Front Office," G. M. Halton, Sentinel, Nacogdoches.

### Northern Indiana Editorial Association

The forty-eighth annual convention of the Northern Indiana Editorial Association will be held at Wabash, Ind., Friday and Saturday, September 14 and 15.

The program is now being prepared and the Commercial Club and newspaper men of Wabash promise to entertain the editors in a fine manner. The program will be announced soon. The ladies of the party will be entertained by the ladies of Wabash. The territory of the association includes all of that north of Indianapolis.

The officers of the association are: President, C. B. Hamilton, Garrett Clipper; first vice-president, J. H. Zuver, South Bend News-Times; second vice-president, O. H. Downey, Churubusco Truth; secretary, Dean L. Barnhart, Rochester Sentinel; treasurer, J. H. Moore, Fulton Leader; executive committee, C. J. Robb, Michigan City News; George D. Lindsay, Marion Chronicle, Harry T. Palmer, North Manchester Journal.

### East Tennessee Press Association

The East Tennessee Press Association met at the International Printing Pressmen's and Assistants' Union Home in East Tennessee August 10 and 11.

A jolly crowd of editors with their wives met in Rogersville on the eve of the 9th and after spending a pleasant night with President Holston, were taken to the Pressmen's Home in automobiles Friday morning. This ride will be long remembered by the enthusiastic visitors, as it winds thru one of the most beautiful picturesque valleys that are so numerous in East Tennessee.

After reaching the Pressmen's Home they went to the auditorium, where the meeting was called to order by President Holston of the Rogersville Review.

Welcoming addresses were delivered by Hon. George L. Berry, president of the Pressman's International Union and superintendent of the home, and Mayor Gale P. Kyle of Rogersville. The response was by Benjamin Haynes of the Tazewell Progress.

After lunch the visitors were conducted thru the Technical Trade School of Presswork, where they were permitted to see some of the latest improved printing machinery operated by the best experts in the trade.

Next the editors were taken thru the beautiful grounds to the sanitarium. The evening was spent in dancing and moving pictures.

The second day's session was marked by some very warm discussion on matters of interest to the trade. One of the most interesting topics was a proposition from President Berry to have the East Tennessee Press Association build a clubhouse for their visits and meetings. A very liberal offer was made by Mr. Berry to have the clubhouse built on the Pressmen's Home grounds. A committee was appointed to take up the matter.

The following officers were elected for the coming year:

President, J. B. Hedge, Jr., Marysville Enterprise.

Vice-president, W. E. Minges, Jacksboro Citizen.

Secretary and treasurer, E. M. Hardy, Morristown Sun.

### Illinois Press Association

H. V. Bailey of Princeton, Ill., was elected president of the Illinois Publishers at Chicago July 12. Other officers elected were: First vice-president, S. P. Preston, Gillespie; second vice-president, L. R. Murray, Mazon; third vice-president, J. R. Crowley, Freeport; secretary, H. L. Williamson, Springfield; treasurer, H. R. Marshall, Yorkville.

The meeting was one of the best in years. While not so well attended as some in the past, interest and enthusiasm were more noticeable. A reorganization was perfected which will mean the growth of the association both in numbers and interest.

The first day's program was as follows: Vote on amendments to the constitution; appointment of committees; address on the "Centennial," by J. M. Page; address on a "Quarter of Century of Country Journalism," by Charles W. Bliss; shop talk; miscellaneous business; address by Hon. David Shanahan, speaker of the house of representatives; address by Hon. Walter I. Manny on "Economy and Efficiency in State, County and City Government."

The second day of the association was turned over to the committee on news print paper and newspaper supplies, and a very interesting session was held. "Commandeered advertising space" in the newspapers was condemned at the closing session. N. A. Huse, vice-president of the American Press Association, said the government has no more right to expect or demand advertising space in the newspapers for the support of war bonds or any other governmental function than to demand free service of any other business. He said it tends to cheapen newspaper space, which is the commodity offered by the publisher.

Thoro support of the president and his war program was voted by the members and also severe rebukes to the "carping faultfinding that is rapidly nearing disloyalty."

The association was invited to hold the 1918 convention at Ottawa. The invitation was presented by G. A. Crowden of the Fair Dealer on behalf of the Ottawa Chamber of Commerce.

### Western New York Newspaper Publishers' Association

The mid-summer meeting of the Western New York Newspaper Publishers' Association was held at Perry on Friday and Saturday, July 27th and 28th.

This was a two-day session, and the whole meeting was in the form of an outing. A very interesting program had been arranged.

Editors and their guests were entertained by the Perry Chamber of Commerce.

The preliminary program was as follows:

**Friday, July 27**

12:30 Address of Welcome, at Silver Lake Country Club.
12:45 Luncheon at Country Club.
2:00 Automobile trip around Silver Lake and to High Banks.
3:30 Seeing Perry by automobile.
5:00 Exhibition run of Perry's motor fire truck.
6:00 Sports at the Country Club.
7:00 Dinner at Country Club.
9:00 Musical program, followed by social hop. Outdoor motion pictures etc.

**Saturday, July 28**

9:00 a. m. Sightseeing. Assemble at Village hall.
10:30 a. m. Closing business session.

### North of Bay Counties Press Association

A splendid attendance marked the semiannual meeting of the North of Bay Counties Press Association held in Willits, Cal., recently.

President Wood called the meeting to order and in doing so briefly stated the objects of the association, viz: the assembling for the purpose of getting acquainted, for a social time and, primarily for a discussion of problems that confront the newspaper man.

The editors were invited to hold their next meeting at Eureka, and after a short deliberation it was decided to meet at that city the 13th, 14th and 15th of October, 1917.

M. Earle Adams of Lakeport read a very interesting and able paper on "The Newspaper Man as a Business Man." He advocated the coöperation of the newspaper men in their own territory by the elimination of cut prices—by the adoption of uniform rates for both advertising and job printing and presented forcible arguments in favor of the

adoption of a scale of advertising rates based upon the unit of circulation. Other important points were also brought out by Mr. Adams and at the conclusion of his paper he was accorded a very hearty applause.

A number of other subjects of interest to every publisher who desires to make his paper better and more profitable were discussed.

During the visit the editors were royally entertained, a theatre party and an inspecion of the Willits Lumber mill and office being features of the occasion. Mr. Loring of the Willits News was the host and he was given a unanimous vote of thanks for his cordial hospitality.

The secretary was instructed to send a report to The Publishers' Auxiliary, Pacific Printer and the American Press.

### Wyoming Press Association

Whether or not Wyoming printers and publishers are deriving any benefit from the workingman's compensation law is one of the subjects of interest to all members of the craft to be discussed at the annual meeting of the Wyoming Press Association which convened at Cheyenne the last of July. Many interesting papers were read at the business sessions and on Sunday the members and visitors were taken thru the Golden Prairie district in autos, starting from Cheyenne at 8:30, lunching at Burns and returning in time to prepare for a banquet in the evening.

The visitors were welcomed by Mayor R. L. Fontaine and the response on behalf of the members was given by W. H. J. Bowey of Riverton, after which the following papes were read and discussed:

"The Press and Labor," James Morgan, Labor Journal, Cheyenne; "What the Press Has Done for National Defense," W. E. Chaplin, Laramie Republican; "The Press and the Good Roads Movement," L. L. Newton, Northern Wyoming Herald; "Newspapers and Increased Expenses," A. H. Maxwell, Wyoming State Journal; "Dry Farming in Southeastern Wyoming," Miss Eunice Hastie, Golden Prairie Herald; "Woman's Work on a Country Weekly," Mrs. Cora Wannamaker, Rock Springs Rocket.

Monday was a day full of business, the following being on the program: "Trying to Secure Remedial Legislation," L. Davidson, secretary of the association; "Public Utilities and the Public Press," John F. Greenawalt, director of Publicity Mt. S. T. & T. Co.; "How to Put a Weekly Newspaper on a Business Basis," M. R. Collins, Douglas Enterprise; "Where to Draw the Line on Free Advertising," J. H. Walton, Wyoming Tribune; "The Value of Special Editions," Harry Fox, Labor Journal; "The Newspaper and the Oil Game," J. E. Hanway, Natrona County Tribune; "The Essentials of a News Item," John C. Thompson, Cheyenne, Wyo.; "Circulation," E. A. Swezea, Cheyenne State Leader; "The Publisher's Relation to the Foreigner," F. B. Crumley, Rock Springs Miner; "Getting a Rural Circulation," J. H. Harris, Greybulll Standard; "The Weekly Paper and Job Work," E. S. Drury, Wheatland Times; "The Country Weekly and Its Side Issues," H. H. Gunderson, Globe, Hulett, Wyo.; "The War and the Price of Cuts," F. D. Zimmerman, Denver, Colo.; "Is It Practical to Maintain a Paid-in-Advance List?" F. M. Zimmers, Laramie Boomerang; "Advertising Rates in Relation to Circulation," R. H. Alcorn, Rawlins Republican; "Newspapers and the Libel Law," R. R. Rose, Kemmerer Camera; "Newspapers and the State Fair," T. F. Doyle, Douglas Budget; "The Newspaper in Politics," William G. Johnson, Worland Grit; "Value of County Organizations," P. P. Anderson, Basin Republican.

Election of officers and the selection of a place of meeting for next year concluded the convention.

### Washington State Press Association

The Washington State Press Association met in Chehalis August 22-25. The following program was rendered: A. R. Fenwick, Everett Herald, "Editorial and Business Independence"; Eric W. Allen, University of Oregon, "In Oregon"; Frank J. Aikins, the Editor and Publisher, "Business Getting Opportunities"; E. E. Troxell, executive secretary Washington Newspaper Associaton, "Prospects Worth Going After"; George W. Hibberd, general passenger agent Chicago, Milwaukee and St. Paul railway, "Friends—and More of It"; Colin V. Dyment, head of journalism department, University of Washington, "Washington Newspapers and Newspaper Men as I Find Them"; N. B. Coffman, Chehalis banker, "Good Business Versus the Average Editor"; Chapin D. Foster, publisher Grandview Herald, "Starting Something"; Edgar B. Piper, editor the Oregonian, Portland, "The Newspaper—A National Asset"; Major H. W. Patton, editor, Hoquiam, Wash., subject to be announced; Mrs. A. W. Reardon, editor and manager Monore Monitor, "Work That Never Ends"; Mrs. R. A. Small, superintendent Snohomish county schools, "An Appreciation of the Press"; Frank B. Cole, editor Trade Register, Tacoma, "The Press Association In the Days of Albert Johnson"; James A. Wood, Wood & Reber, advertising, "What the Advertiser Asks the Agency to Give Him"; J. V. Hopkins, advertising manager MacDougall-Southwick company, Seattle, "Is Any Legitimate Business an Alien Enemy?"

### New York State Press Association

Pledging its loyalty to the nation and the columns of the newspapers to the service of the country, the sixty-fourth annual convention of the New York State Press Association came to a close recently after indorsing by a close vote the proposal that the government should take over the control of the manufacture and distribution of news print paper.

The convention was held in Ithaca.

Frank E. Gannett, publisher of the Ithaca Journal, was re-elected president of the association. Elias Vair of the Waterloo News was re-elected secretary-treasurer. Other officers chosen were: W. O. Green, Fairport Mail; Gardiner Kline, Amsterdam Recorder; Louis Wiley, New York Times, and W. J. Allen, Adams Journal. M. V. Atwood, publisher of the Groton and Lansing Journal, was elected a vice-president in place of W. B. Sanders of the Nunda News.

The executive committee was elected as follows: C. H. Betts, Lyons Republican; G. A. Willard, Boonville Herald; J. H. Potts, Troy Times; John Crowley, Little Falls Times; Williston Manley, Canton Plaindealer; Frank Walker, Hamburg Independent; Lee W. McHenry, Oneida Democrat-Union; J. F. Fulgarth, Babylon Signal. Messrs. Crowley and Manley will succeed J. K. Wallbridge, Saratogian, and L. C. Sutton, Massena Observer.

### National Amateur Press Association

The National Amateur Press Association at its meeting in New York elected Harry Martin of Alliance, Ohio, president; James Mosley of Westfield, Mass. first vice-president; Olive G. Owen of Whitehall, Wis., second vice-president; Joseph Vahlheimer, Jr., of Phoenix, Ariz., secretary; Herman Weckstein of Newark, treasurer; Graeme Davis of Vermillion, S. D., official editor.

Executive judges: George J. Houtain of Brooklyn, Hazel J. Adams of Tupper Lake, N. Y., and Marjorie H. Outwater of Roxbury, Mass.

### South Carolina Press Association

The following officers were elected at its recent convention: President, J. L. Mims, Edgefield Advertiser; first vice-president, A. B. Jordan, Billion Herald; second vice-

president, H. G. Osteen, Sumter Item; secretary, Joe Sparks, Columbia State; treasurer, B. P. Davies, Barnwell People; chaplain, Rev. W. P. Jacobs, Clinton.

The following were named on the executive committee: Rion McKissick, Greenville News; L. Wigfall Cheatham, Edgefield Chronicle; Allison Lee, Laurens Advertiser.

**Oregon State Editorial**

The convention of this association in Pendleton in July was one of the best ever held

The closing act was the election of A. E. Voorhies of the Grants Pass Courier to the presidency of the association, the election of George H. Curry of the Vale Enterprise as vice-president, the re-election of Phile Bates of Portland as secretary and the placing of the retiring president, E. E. Brodie of Oregon City, on the executive board.

Among the resolutions adopted was one declaring it the immediate and imperative duty of congress to provide adequate legislation whereby all pulp shall be manufactured, sold and distributed at reasonable and just prices.

It was declared that the future of the newspaper business is jeopardized by advancing prices, and that, too, at a time when the country is depending largely upon the newspapers in conducting campaigns for the sale of liberty bonds, raising of Red Cross funds and creation of public sentiment to compel congress to action.

The convention also went on record as urging upon congress the desirability and propriety of appropriating funds for the purchase of newspaper space used in promoting government activities, declaring such space should be regarded as are other commodities.

A special resolution presented by Elbert Bede of Cottage Grove, a member of a legislative committe, recommended that tax lists be printed in supplement form and given circulation in papers other than those now entitled to such publication.

Committee on necrology submitted resolutions of condolence on the death of Leland Hendrick of the Salem Statesman; John E. Roberts, former publisher of the Vale Enterprise; P. C. Levar, former publisher of the Coquille Herald; J. H. Upton, veteran newspaper man of Oregon, and Mrs. T. B. Ford, wife of Rev. Mr. Ford, chaplain of the association.

Among speakers were E. E. Flaville of the Western Farmer of Portland; A. Whisnant of the Press at Bend; Lloyd Riches, the Weekly Oregonian, Portland; C. C. Ingalls of Corvallis, whose paper was read by Mr. McIntosh of Corvallis; J. G. Kelly of the Walla Walla Bulletin; Edgar B. Piper of the Oregonian, Portland; Phil S. Bates, secretary of the association; Eric W. Allen of the school of journalism, University of Oregon; George Palmer Putnam of Bend, and Elbert Bede of Cottage Grove.

# What the Live Wires in the Printing and Publishing Industry Say

## A Monthly Digest of Valuable Information

ONE may read of what others are thinking and doing by perusing all the trade journals but few have the time. It is the purpose of the National Printer-Journalist to present each month under the above heading condensed paragraphs from the papers, addresses and other recorded expressions of the leaders of the printing and publishing industry.

**Free Advertising for U. S. Government—By J. P. Coughlin, publisher Waseca, Minn., Herald.**

Our government does not expect the railroads to transport troops or supplies without pay. Our government does not ask the steel or powder plants to furnish munitions free nor the farmers to furnish food for the army without paying them for it, but our government has no hesitancy in demanding that newspaper publishers give columns and pages of space each week to assist in the war program without a cent of compensation. It requires skilled labor, modern machinery and high priced material to produce this publicity for the government. Is there any sane reason why it should not be paid for?

Newspaper men are as patriotic as other citizens. They have bought liberty bonds donated to the Red Cross and other laudable organizations as far as their means would permit, but their patriotism ought not to be imposed upon. A rich government like ours should pay for its advertising like ours should pay for its advertising, instead of begging it. England and Canada have set an example in this respect. They paid the newspaper for their advertising and got splendid results. Uncle Sam might well follow their example.

**Government Should Buy Ads As It Does Any Other Commodity.**

N. A. Huse, vice-president of the American Press Association, insisted in a speech in Chicago on July 12 that newspapers should not give free publicity to any cause, not excepting the Red Cross or Liberty bonds.

Right now the Government should be advertising the next Liberty Loan," said Mr. Huse. "Individuals paid millions to advertise the bonds, and newspapers were asked to feature the campaign on the first page long after it had lost its news value.

"With the next Liberty Bond issue to be floated on September 15, the Government should use co-ordinated, controlled advertising, paid for by the Government.

"The Government has no more right to commandeer advertising space from the newspapers of the country than it has to commandeer the output of the steel companies.

"The President has just said that manufacturers are entitled to a just profit, but the newspapers are expected to give their space to the Government without remuneration."

**The Value of Advertising Agents by St. Elmo Massengale, President Southern Advertising Agents' Association.**

I am for the honest agents.

The majority are honest and their good work proves it. There is a chance for improvement. The only way I know of to make a thing better is to let everyone know the facts about it.

We have organized for that purpose.

I am for the honest publishers because I believe most of them sell space at a reasonable price—a cost which will yield a profit if properly made use of.

Considering the magnitude of the business and the re-

sponsibilities involved, the agent is not receiving enough for his services.

There is a sufficient variety of agents from which to choose to enable every advertisers to secure one exactly to his liking.

I am in favor of any and every plan to improve agency service.

The publishers know, possibly better than any of the advertisers, how much they rely upon the agents and how far short their present organizations come of being able to handle the complex problems of advertising.

The publisher cannot possibly handle with equal impartiality and ability the diversified and competing interests which use space in his columns.

I have asked big advertisers how they would like to depend upon their own organizations for regular, continuous advertising service, and the answers are all the same.

The advertising agency has the purchasing equipment, based upon the broadest possible experience.

"Here and there an agency may fool an advertiser on the selection of his mediums for selfish reasons, but as a rule any trifling with the best interests of the client spells the loss of an account, and no one knows this better than the agency man.

Every consideration of economy and efficiency on the side of the present advertising agency arrangement for mutual benefit of publisher and advertiser, whereby the agent creates and increases business for the publisher—guarantees the accounts and is charged with the responsibility of making the transaction profitable for the advertiser.

The present methods have not been brought about by the ingenious calculations of any one man, but rather they are a result of the growth, development and requirements of the business, and therefore they represent the best thought in advertising.

The right agent must have your full confidence. He must have ability, experience and integrity, and these are qualifications which do not travel hand in hand with the hammered-down price.

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**The Smaller City Daily vs. the Big Metropolitan Daily by W. S. Mitchell, Portland, Maine, Express.**

1—Are the metropolitan dailies of the future to be big papers in the sense of bulk pages?

2—If they are not bulky papers, what reading matter carried in the past will be eliminated in the future?

3—Can the metropolitan sheet reduce its average daily size and hope to get circulation that logically belongs to the smaller city daily?

To the first question there seems at present to be one answer, and that is that the future metropolitan papers must be smaller in bulk pages.

To the second question, opinions will differ as to just what reading matter willl be eliminated, but all will agree that matter of local interest in the city where the paper is published will be printed.

This being true, it naturally follows that local news from the district where the smaller daily is published cannot be given so much space.

This conclusion leads us to answer the third question by venturing the assertion that metropolitan papers without news of the locality in which they seek circulation cannot hope to compete with the smaller dailies published within that field.

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**Cutting Off Non-Paid Subscribers—By M. V. Atwood, publisher Groton, N. Y. Journal and Courier**

After making the announcement that hereafter subscriptions to his paper must be paid in advance and that the discount of 25c for advance payment would not be allowed Mr. Atwood made some discoveries:

"After the paper was out it occurred to me it might be well to check over my list. Investigation showed that, instead of having only 300 which would have to come off Oct. 1, there were between 500 and 600. Not any of them were badly in arrears, only a few months perhaps, but a few months would be just as bad as a few years, so far as keeping the names on the list was concerned.

"I sent to every one whose time would expire before Oct. 1 a card bearing the announcement used in the paper. On the reverse of the card appeared the date on which the subscription expired. A footnote on the announcement side called attention to this fact. With this card were sent a coin holder and a return envelope

"This brought in a good many, but more work was needed, which took the form of a combination magazine offer, the wisdom of using which I am very much in doubt.

"Not content with this, a mailing card was next sent bearing the same identical announcement as was put out at first. This brought in many more renewals.

"In the meantime I had not neglected the columns of the paper. Each week several notices were printed.

"When the first issue in October came, off came the names which were not paid a month in advance. But instead of taking off 300 names there were 170 to come off. Reference to the cashbook shows that from Aug. 8, when the first announcement was made, to Oct. 3, the date of the first issue under the new plan, $775 in round figures had been collected on subscriptions.

"The 170 names I kept at with circular letters until all but forty-five have paid. These names I now have ready to send to the Arrow service in Schenectady. They represent only about $130.

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**Front Pages of Newspapers Should be Attractive—C. W. Taylor, publisher Rogers (Texas) News.**

"'How to make the front page attractive,' should be considered carefully from at least two angles. First, from the angle of interest, as to the character of the matter carried, and second, the artistic arrangement of the matter selected for the front page. In other words, interest and art should both be considered as the two factors of prime importance in the makeup of the front page.

"Matter of the highest importance, that which is apt to arouse the greatest interest and be most eagerly looked for by the average reader should have a place on the front page. This rule applies, perhaps, with equal force to local, state, national and international news. Included in this list are the most interesting and sensational news items treating of local enterprises and happenings—those things that will elicit a welcome from the local readers—these should be featured on the front page in the most attractive manner possible.

"That the front page may be attractive from the artistic or technical point of view each article should have an appropriate head, according to the importance of the subject matter of the news item or story. Matter of a sensational character should carry a three or four-deck heading, which should begin at the top of the column and if it runs over to the next column, should be followed by smaller subheadings to the bottom of the column. Large headings should not be grouped, but should be sandwiched with smaller news items containing small or single headings. The makeup should be uniform, and from an artistic standpoint the type used for the headings of the front page should not be over heavy or bold. In my opinion, all matter used on the front page should carry heads.

**Country Correspondent Valuable Asset.—Emerson Demeree, editor Harpersville (N. Y.) Budget.**

"The country correspondent is one of the most valuable assets that a newspaper can have. The more good correspondents a paper has to cover the field contiguous to its respective location, the better. I wish especially to lay emphasis on the word good; for in my experience good correspondents are rare and hard to find, and I doubt not this is the experience of the majority of publishers who make a specialty of having a large list of correspondents.

"With the exceptions of a few late acquisitions, my correspondents are fairly good, and gradually becoming better. In order to make them more competent, I strive to educate them to a higher standard of efficiency. Many, when they commence to write ,are lacking in various essentials that are necessary in the making of a good correspondent. They collect a good list of items, but when they try to arrange them in proper form for the paper, they show a lack of knowledge of English or rhetoric. It therefore often becomes necessary to correct the wording and, many times, to entirely rewrite the items. Gradually a new correspondent learns the proper arrangement of the news, and thus, after a time, becomes efficient in the work.

### Encourage Good Ones

"A good correspondent should be encouraged to continue, and therefore we should do all we could to keep the old ones as long as possible on our list. I have one who comenced writing for my paper when it was first published, over thirty years ago; in fact his contribution appeared in the initial number of the paper; and he has been a faithful and efficient contributor ever since.

"One of the best methods, I believe, to educate correspondents is to give them instructions in the work. This I endeavor to do from time to time, furnishing them with a list of instructions as a guide in their work. These instructions I have compiled and arranged, from personal observation of errors in items sent to the paper, into a pamphlet entitled: 'Don'ts for Correspondents.' These instructions, I find, are of untold value to the correspondent, in that they furnish information, when needed, on many perplexing questions which confront them when writing fo the paper."

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**Calendars Poor Advertising.—H. B. McConnell, Cadiz (O.) Republican.**

Taking note of the attractive calendars given away by one of our banks last December, I inquired of the cashier what they cost. He told me they were giving away 700 calendars and that each calendar cost 36 cents.

"I made the same inquiry at our other two banks and was told that one had ordered 400 calendars for free distribution. The other bank was disposing of 400. The average cost of the calendars given away by the three banks was 34 cents.

"In making a local mention of the calendars given away by the banks it occurred to me I had better make the item complete and include all the firms in Cadiz that were giving away calendars. This I did and was astounded to learn that some of the business houses were giving away as many as 1,200 calendars, others 1,000 and quite a number had given away from 100 to 500. The average cost I found to be about 12 cents, altho many firms had given away calendars that cost as much as 58 cents each. The flouring mill gave away 100 calendars that cost 75 cents each, as well as 1,000 smaller ones that cost 22 cents each.

### An Enormous Waste

"My totals showed that Cadiz business firms had given away 9,000 calendars, an average of four and one-half calendars to each resident of the town. Of course many were given to customers living outside of Cadiz. These calendars cost in excess of $1,000. And some of the firms that gave away about $50 in calendars never spend a cent for newspaper advertising.

"This interested me, so I continued my investigation as to the number of calendars given away by business firms in this county outside of Cadiz. This increased the number of free calendars to over 15,000, costing about $1,600. The population of the county is only 20,000, so it would appear that three out of every four men, women and children in the county received a calendar.

"In collecting material for my calendar article I found out some facts that ought to discourage merchants from this sort of thing. One bank cashier told me that five of their thirty-six cent calendars went to a family that never had a cent on deposit in the bank. Different members of the family asked for them because they had four different styles or pictures."

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**Newspaper Men as Business Men.—M. Earle Adams, Lake County Bee, Lakeport, Calif.**

"If the newspaper business has been regarded in the marts of trade as not much of a business proposition, it is our own fault and not that of the balance of the community. In the first place a newspaper man may seem to endeavor to impress on his constituents that his paper should be supported because it is an asset to the county. It is all right, of course, if this can be impressed on the people, but the way to do it is to so conduct one's business that it will by its merit attract the attention of the people to this feature. To constantly prate about how your business should receive support, and at the same time so conduct it that it does not impress the people that you are performing a service, may of course, bring you in a little patronage, but it will be given entirely on the charity basis. * * *

"Advertising rates, and job printing rates, should be uniform in every print shop in this association. Advertising rates should fluctuate only with the circulation of the newspapers, and job printing rates should only fluctuate with difference in cost of production. Two printers in the same town, working with about the same machinery, and doing the same class of work, should have prices similar for their work, because their costs should be equal, and their profits should be reasonable and just. I think this association could do a great good if it would standardize prices and secure the coöperation of its members to maintain those prices. National advertisers are willing to pay uniform rates based on circulation, and in fact they cannot appreciate the value in the country press advertising columns when the newspaper men themselves do not know the value. * * *

"If there is not enough work to go around for two shops in your town to make a living on that basis, it would be a far better business proposition, for you and your competitor to get together and eliminate one of your shops, for if one must knife the other to live, both of you will lose out, and one will go broke. How much better it would be where two shops are not needed, to combine and cut out the duplicate overhead expense, such as light, heat, power, rent, interest and depreciation, bookkeeping expense, and innumerable other items which enter into the cost of production. One shop will be able to serve the people better, and sell its product at a lower price—to give the public the benefit in saving of over-head. The two competitors can become partners and each make a good living free from worry and ruinous competition. Or, if a partner is not advisable, and few are, one can work for the other on a salary, and both make more money than where they are at each other's throats for business life."

# Newspapers, White, Yellow and Drab

## By Arthur Pemberton

The famous motto of London Punch, "Dice, doce, edice," has come down to us from two generations ago, and is as fine and apt a caption as any paper could bear. It has been freely translated, "Say it, speak out, sow wisdom about,"—but suppose the news sheet adopting it, isn't exactly sowing wisdom but misinformation? Our journals of today have been divided, roughly, into three classes: white, yellow, and drab. The first and second we all know; the third is the sad-colored, pessimistic daily whose tone is that the whole world is "going bad"; that the younger generation can never replace their fathers; it bewails church degeneracy, and sees in additions to school programs only frills and fad.

We, as a nation, insist that food products must not be misbranded; yet we allow the yellow sheets to come out with 72-point misleading headings which are a fraud upon and disgusting to the purchaser. In another way the news value (the "meat" of the story) is eliminated in part, to make room for scareheads to help sell a sensation, mostly mere rumor. Real news items of intense interest to "white" readers who like fair play, are crowded into obscure corners or omitted.

A chief complaint about editors is their assumption of superiority, of foreknowledge; everything is cast upon the model of dictatorial advice—even in the case of many a minor sheet, whose proprietor is untraveled, and knows little of world-movement, of politics or religion. In the "Life and Letters of John Hay" we find the following sentiment expressed: "An editor would hesitate to familiarly advise a barber as to the details of his trade; yet we find them busying themselves with counsels as to matters of state; telling us very freely what to do—when, heaven knows, there are movements of the utmost secrecy, involving us almost to war, of which in the very nature of things, he can know nothing." (This was far back in the "peaceful" days of Roosevelt.)

My own feeling about editors is that they do not think enough of diction of keeping abreast of the time, and that they cannot see where the ludicrous creeps in. Yesterday a sentence came before me—"It is almost universally believed, and is probably very generally true," etc.; and a few days ago I read, "but when the limit is much excelled," and "both furnaces appeared to be working apparently perfectly normally."

A prominent Philadelphia paper, in an editorial headed "Accuracy" (a plea for it, too) says: "There are so many things to know, and the war has made geographers of us all . . . a man must have an elastic mind today." This presumbaly accurate yet elastic editorial continues: "A great gun may fly apart because of a faulty compounded prescription." At the end we have, "The world demands of its engineers, physicists, chemists, not mere hearsay and sayso but explicit information to the last procurable decimal place." Sounds well, but the most charitable wish one could have for this editor that getting "procurable" decimals he might not stumble upon the circulating .3333-plus variety; he might soon be on a trip to Mars.

Then take the Boston type of editor. Some months ago, before any war agitation, one of these literary gentlemen spoke of the increase in shipbuilding as an "indice" of prosperity. If indices is plural, why not indice singular? My only trouble, is how to pronounce it—in-dice, in-di-ce, or perhaps "in Dutch."( The Cincinnati paper that had a headline "Bull Moose Cast Their Sheet Anchor to the Winds" is only a trifle more Malapropian less the famous Dr. Johnson-ism "Peregrinations of a Pilgrim." In the case of a prominent encyclopedia editor who allowed, in the sketch of Sir Philip Sidney, continual reference to "his Uncle Dudley," he was only inviting the laughing satire of the reviewer—it could have been a simple matter to say, "his uncle, the Earl of Leicester."

Again, the awkward phrase: Time-worn "Solons" for legislators or assemblymen; "the Grim Reaper" for death; "galore" and "stumped" and "buzz-wagon"; "earless" for countess, feminine of "earl"; "czarevitch" for "czarina"—what can these men think of the intelligence of their readers? Reference to travel in Patagonia and New Granada; St. Petersburg in everyday use; ignorance of the proper plurals, "scarfs, wharfs, mottos, halos,"—all such gaucheries give rise to the question, Do editors ever read anything but exchanges?

Bleyer has said, "A man can be a gentleman and a reporter," but I have never seen his statement as to the yokeability of editors and scholars (and perhaps, gentlemen, too). There comes to mind that painful case when for most of his term a president was referred to as "accidency hayes" and this puerile lower-case expedient belittled the originator to the end of his days—but not at all the victim. It is matched by those men of the present who have printed concerning a president. "He kept us out of war—till after election."

On the whole I would have the editors of the country consider whether they cannot regularly hold their conventions at Council Bluffs—if there are no greater bluffs than these.

Let us rid newspaperdom of the bromides. If a man returns to his old home, perhaps tenanted by a new relative, is he "a guest" of Mrs. So-and-so or is he "staying there"? Does he "visit with" her, or simply "visit" her? Is there any kind of a home wedding that need not be characterized by the adjective "pretty"? Or any fact that is not an "admitted" fact? "Both mother and child are doing well"; one sighs for the Biblical purity of the terse: "Mother and child are well." "The ladies of the Home Baptist Church served a 'dainty' supper"; "the festal board 'groaned' with good things." "The young people of the Academy Senior Class had a 'jolly' skating party." Are there no adjectives like delightful, lovely, beautiful, appetizing, toothsome, delicious, pleasing, refreshing, unexcelled, unusual, winsome, striking? These are not overworked. But it appears that we must always ride in the old reliable hacks in which our fathers bounced about. "Shortly" is a freak word—that is, in its every-day use for presently or soon—yet "start" coupled with it is positively adding insult to injury. I quote a paper published in a fair-sized city of the middle west: "The funeral started at 4 o'clock sharp." Now "sharp" is on the "5 and 10" order—the cheapest thing in our daily life; and "strong" ("the audience numbered 200 strong") is its shop-mate.

True, editors do not write all these things, but they pass them, making themselves particeps criminis. Few have the punch to knock them out of print. Supplant them! Suppress them! It is time for a super censor—let him edit the editors.

# National Printer-Journalist

*A JOURNAL FOR PRINTING and ALLIED TRADES*

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN S. HERBERT - - - - - - - - - Editor
WILLIAM E. HERBERT - - - - - - - Business Manager

Official Paper of the National Editorial Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, ILLINOIS, SEPTEMBER 1917


Here and there one may still find a man engaged in the graphic arts industry who does not believe in conventions of the craft, but the number of these deluded unfortunates is happily growing less. Curiously enough the "boys in the back-room" have been overlooked and the "boss" has been the chief recipient of the good obtainable at the gatherings of the clans.

Sometimes he has not been able to do all that he would, when returning from the idea bourses. Perhaps he has been able to install a cost system and has overcome the antipathy to the introductions of the "new-fangled notions."

Possibly "the old man" has been fortunate in communicating the enthusiasm for improvement that electrified him at the congress but somehow the "force" hasn't really caught the spirit of the thing and the old evil of shiftlessness has been gaining ground.

Out at Ames, Iowa, the other day a gathering of printshop foremen was held. The outcome of this single meeting may not cause a revolution in the offices represented but the prediction is made, nevertheless, that the ideas gathered there will be put into practice and a result will follow the value of which not one of those present can now appreciate. There should be more of these meetings for the workers in each state, under the auspices of press and printers' associations and the cost of attendance thereupon should be met by the individual printing and publishing offices. The distribution of the expense may be easily included and the "cost summary" should contain the item, just as it does "salesmen's expense" and other very necessary provisions.

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There is a good deal of satisfaction in perusing reports from the headquarters of the United Typothetae and Franklin Clubs of America but the one issued over Secretary Borden's signature, dated June 8th, relating to printers' credit ratings gives cause for the greatest gratification. Bankers especially will soon learn to appreciate the significance of the following statements:

"Indicative of the effect of the Standard Cost System, a checking-up of Bradstreet's reports has been made on those printers using the system, and it is found that 84 per cent of the total number are rated as First-Grade credit, while an equal number of plants of the same size and character, not members of the organization and not using the Standard Cost-Finding System, show only 31 per cent First-Grade credit. While every cost system user was given a rating of some kind, 38 per cent of the others had no rating whatever.

"Bradstreet's again shows the effect of organization and cost-finding in the fact that while ten years ago printers stood in eightieth place financially down in the list of industries rated—being near the bottom—it has now risen to thirty-fourth place."

This indicates an improvement of 50 per cent in ten years,—a gain which bids fair to steadily increase, but there are plenty of "slackers" who need to be requisitioned and every owner of a printing office that is upon a business basis owes it to himself to double his efforts for improvement in his own organization, no matter how small, and to become a missionary for spreading the good work. Every time an office is pursuaded to install a cost system and every improvement in management that is effected, will make the successful conduct of printing and publishing enterprises thruout the Nation, less and less difficult.

Everyone who has been a student of the printing business recognizes that there have been two classes of offices; one which is distinguished by the investment of a very large amount of money in machinery and equipment and which produces a high-grade product and the other which is operating with a less expensive investment and makes every machine and worker productive a larger share of the time and whose output is of a more commercial character. Either is entitled to respect and recognition, provided the necessary profit of operation is found upon the books and in the bank.

The practice of some owners of high-grade offices, producing high-art printing, of deriding the "little fellow," whose work may be of a cheaper grade and priced at a lower figure, is uncalled for and malicious in the extreme. The proof is in the pudding and the failure of big offices, with their immense over-head, is eloquent as to the truth of the contention.

# NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

AS I have formerly intimated, I will have to be shown, if there is another vocation involving more versatility of talent and more real hard work of body and brain than that of the editor and publisher of a home weekly newspaper.

So far as I have been able to observe, there is no other man in the community beset with a greater number of peculiar consequences tending to tax the nervous system, to irritate and worry and trouble.

Besides the fact itself, which the title indicates, the editor and publisher of a home weekly usually is, and should be a practical printer and pressman. He is also necessarily a solicitor and salesman, and a writer and designer of advertisements, trade forms, booklets, stationery, etc., which involves a more or less broad knowledge of salesmanship, acquaintance with an almost endless variety of commodities, and a high sense of art and ingenuity.

Moreover, in order to attain to his proper position in the community and reap his deserved degree of success, the home editor and publisher should strive for recognition as an authority on all questions of law and learning of current interest and as affecting the welfare of his constituency. The oft-heard expression "a walking encyclopedia" should be most appropriately applied to such a man.

In no other vocation is the proverb that "knowledge is power" more truly applicable than in ours. The man who rises to the height of his complex calling—achieves a fulness of the honors, glories and satisfaction incident to success in this intricate field of endeavor is the man who is constantly on the lookout for more light and new knowledge who consciously wills to learn something every day and keeps his head clear and his attention alert toward this end.

Thus only is one able to impart to the readers of his paper something worth while; thus only is it possible for one to render the infinite service which should be every home editor's first aim.

In short, the successful home editor should be a genius; but as regards this, one should remember the sound assertion of Webster, that talent is ability, either natural or acquired; and the same thought has been crystalized by another noted writer into the maxim that "genius is the capacity for taking infinite pains."

No home editor should ever forget or fail to value the immense advantage which he possesses over his fellow men, in his peculiar power and privilege to speak to multitudes whilst others can reach only the few; but he should be careful never to abuse this sacred power; rather should he use it religiously for the uplift of mankind, thru the promulgation of information that may improve, and raise to a higher level of mental, moral, physical, social and political health and comfort.

In this hallowed work the country editor has a sharp advantage even over his brother, the city editor; for the former is able to more easily put his personality into his work—he talks thru his columns with folks whom he knows, with folks who know him, and that which he writes is thus more readily driven home, more quickly finds lodgement in hearts and bears fruit in life.

This, then, like the reward of virtue, is the editor's life—the joy of the profession—a profession—a sense of work well done.

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Glentana, Montana, June 13, 1917.

Mr. O. Byron Copper,
De Soto, Wisconsin.
Dear Mr. Copper:—

Under separate cover I am mailing you a copy of the Glentana Reporter of June 8, which I wish you would give the "once over" and say what you think about it.

Perhaps you will be more lenient toward this sheet when I explain to you that it is published fifty miles from the nearest railroad, in a town of just fifty inhabitants—including kids— in a country less than five years old.

Hoping to see your report on the Reporter in an early issue of the National Printer-Journalist, and with best wishes, I am Yours very truly,

JOS. WHETSTONE.

Brother Whetstone need plead for no leniency in criticism of his sheet, for I am sure it would be a severe critic, indeed, who would during examination of his paper drop any remark that might prove hurtful to the ear of its publisher. The Glentana Reporter, the front page of which

GLENTANA REPORTER

Published Fifty Miles From a Railroad, or a Telegraph Line, in the Best Farming Country in Montana

VOLUME 4. NO. 33 GLENTANA, VALLEY COUNTY MONTANA, FRIDAY, JUNE 8, 1917 ONE DOLLAR THE YEAR

Good Roads Association Is Formed For North Country

A largely attended and enthusiastic good roads meeting was held in Opheim on Wednesday night of this week and plans were formulated for the organization of a good roads association to be known as the North Country Good Roads Association with an object to be the building of permanent good roads throughout the North Country and the Rainy Mountain road leading from the North Country into Scobey and Glasgow.

The North Country was divided off into seven zones, or road districts comprising the Glentana, Opheim, Bainville, Avondale, Tande-West Fork district, L. J. Conlon, West and Thorp districts, Lark-Iron district, and E. E. Reynolds district with charge of a committee of three who in turn will solicit membership. Dollars will be charged, and the districts and appoint committeemen to look after the roads. A membership charge is work on the roads. The business men will pay their membership fee in cash. Scobey and Glasgow will be solicited for memberships in the association, and the money obtained from these towns will be used in opening the road through Rainy Mountain to Scobey. The road is now practically open and will be completed in time for the motorists to use it before the middle of October.

Motor Inn Garage Is Well Equipped

The Motor Inn has just about finished the improvements to the garage and now they have one of the best equipped plants in the part of Montana. The cement floor is all finished and will be ready to use within a day or so. Every part of the big garage is well lighted by a private electric lighting plant and a big light out in front of the building serves as a beacon light to weary automobilists. The Nadel Brothers proprietors of the Motor Inn have had several of the popular Dodge cars around the spring and have gained many more used up, which will be closed as soon as the North Country trade is secured. They have a car load of new Dodges here at Glasgow which will be brought north tomorrow or Sunday.

Big Celebration At Avondale July 4th

The hustling little city of Avondale fourteen miles southeast of here, will put on a big celebration on July 4th, of this year and plans are being made for the entertainment of a great number of North Country folks.

The Avondale program of sports and other entertainment features has been prepared, with liberal cash awards for the winners in the competitive numbers. The bills for this big event will be printed next week showing the program and prizes and a perusal of them will convince you that Avondale intends to outdo all previous North Country celebrations on July fourth of this year.

Edward Tauber was in town yesterday for— Richland.



America is in the war and only one outcome can be considered possible by Americans. That is victory. To achieve victory the country must furnish the sinews of war. With victory will come peace and therefore each purchaser of a Liberty Loan Bond may be considered an agent of peace.

News of Glentana and Vicinity

Gus Fosgren, of Evanston, Minnesota, visited at the Pehan home, north of Glentana, a couple of days this week. Mr Fosgren drove through with a Ford car from the Minnesota town, and went west on to look the country over. He was very much pleased with the Glentana country and expects to return here within the next couple of weeks.

P. C. Martin, the Richland coal miner, was attending to business matters in town Wednesday Mr Martin states that he mine has struck a new vein of excellent coal and he will have a big crew of men busy digging it out for the next three months.

H. M. Fox made an auto trip to Scobey Wednesday, returning that night. Mr. Fox attended bringing out a trailer load of flour, but upon arriving near Scobey he ran into a heavy rain which rendered the roads too heavy for his freight load.

William Reddish, the Baylor carpenter, was in Glentana the later part of last week attending to matters of business. Mr Reddish recently finished building a new barn for L. L. Kelly on his homestead a couple of miles west of Glentana.

Sewert Prunhaug is here from Noonan, North Dakota, for a visit with his brother, Martin. Mr Prunhaug likes the North Country so well that he will locate here if he can find an available homestead.

C. O. Lund, manager of the Heiskleon lumber yard at Opheim and homesteader of west of Glentana, was attending to business matters here yesterday.

George Goldberg, representing the Batteshon Hardware & Implement Company, of San-

George Heising has signed up to play ball with Scobey this year and played his first game with that team last Sunday, when they met the Froid team on the Froid lot and were defeated to a good game by a score of five to four. George played first base. He will work in the McCurdy lumber yard when not in uniform.

Local relatives have received word from Mrs. Lloyd Baker, who recently underwent an operation at the Mayo hospital, Rochester, Minnesota to the effect that she is getting along very nicely. She will undergo another operation the first of next week.

There will be a farmers institute and picnic in Glentana on June 18, and in Avondale on June 25. Two gentlemen speakers and one lady speaker, all of the state agricultural college, will address the farmers. Watch for further announcement.

Carl M. Nelson will tell you that there is money to raising cattle and properly taking care of them. Carl brought a three year-old steer to Glentana one day this week and sold him to J. H. Brunell for a few cents over a hundred dollars.

T. J. Hanrahan, good farmer of the Emerald isle communion, has abandoned his old home and buggy for a bright new Maxwell auto, which he purchased this week from Andrew Schuster, local dealer.

Mrs. A. W. Charles, who is now visiting with her sister in western South Dakota, will enter the Mayo hospital at Rochester, Minnesota, next week—here she will undergo an operation for appendicitis.

Mr and Mrs. A. C. Thompson left today for Pennaton, South Canada, where they will visit with Mr. Thompson's parents for a month or so.

Mat Anderson was a business visitor in town yesterday from his homestead down south.

Registration Greatly Exceeds Expectations of the Officials

Tuesday was a busy day all over the North Country, when the men between the ages of twenty-one and thirty-one gathered at the various polling places to register for the selective draft. The registration far exceeded all expectations and every polling place ran out of registration cards early in the day. The sheriff's office sent a car north with

Wooden Wedding

A large number of the friends and neighbors of Mr. and Mrs. Oscar Fugelquist gathered at the Happy Valley school house last Thursday night to help that popular young couple celebrate their wooden wedding. Mr. and Mrs. Fugelquist were presented with many useful household articles, and with the best wishes of the entire Happy Valley community.

Big Time Planned

Roy Bush, landlord of the Avondale hotel and general booster for that thriving little city, was a business visitor in Glentana the first of the week. Mr. Bush states that Avondale is going to put on a celebration on the Nation's Birthday that will eclipse any like event ever attempted in the Sweetheart.

Appeals to People To Save The Coal

An appeal to the country's householders to save every pound of coal possible and thus help win the war was made tonight by F. S. Peabody chairman of the national coal board of the council of national defense.

"The pound of coal that you save today, Mr Citizen," said Mr. Peabody, "may contain the last ounce of energy necessary to drive a shell home true to the enemy and insure victory instead of defeat.

"The pounds of coal that you waste Mr Citizen may save as many days may forge the shells that may decide the war in favor of a world's democracy.

"The pounds of coal may Mr Citizen may save on many days may hasten the end of the war and thousands of lives.

"It is not that we do not have the coal in this country. Perhaps no country in the world is so blessed with such a superabundance, but it is a question of filling it out of the ground fast enough and having prompt delivery by the railroads at the places where it is most needed."

John Otero, who lives six miles east of Avondale, was a business visitor in town Wednesday. Mr Otero is one of the newer settlers in that neighborhood, but already has seventy acres into crop.

Kennedy Building New Auto Garage

W. A. Kennedy, the Opheim garage man, was a business visitor in Glentana yesterday afternoon and informs us that he has sold twenty two Overland cars to North Country folks already this spring and has prospects for many more sales go soon as the crop is assured.

Four cars were sold by the Opheim Overland Company, of which Mr Kennedy is one of the proprietors, in one day this week Sam Hoagland, of Opheim bought a Willys-Knight, Mrs. Edith Cunff, of Opheim and Jake and Ben Stein, of Glentana, each purchased Overlands of the model of eighty-five type in Tuesday of this week.

Mr Kennedy's company will shortly commence the erection of a new garage building in Opheim on the sight of the Arcade building, which has been purchased by E.W. Conlin of that town and will be moved shortly. The new garage will be 50x150 in size and will be equipped with all the latest auto machinery

Many Maxwells Sold This Week

W. A. Skinner, of the Glentana Motor Company Glasgow, came to Glentana the first of the week and in company with Andy Schuster, local Maxwell men, put on a selling campaign. They sold five new Maxwells in the Glentana community and have several prospects in sight. They sold Max-wells to James McKinnon, J. G. Dennett, Fred Barsby, T. J. Hanrahan and Mrs. G. E. Scott.

King Lewis was over from Opheim on business attending to business matters.

Exhibit 1

has been selected as the initial illustration for this installment, (exhibit 1) is delightfully well printed and made up thruout in a highly artistic and correct way. The method of arrangement of advertisements is that long advocated by this department as ideal, and the manner in which the ads are set is beyond adverse comment.

# FARM AUCTION SALE

## of Sixty Head of Cows and Heifers

On the farm of Lewis W. Frazee, three miles northwest of Glentana and five miles northeast of Opheim, commencing at Eleven O'Clock sharp, on

## *THURSDAY, JUNE 21st, 1917*

This sale consists of sixty head of cows and heifers; one coming three-year-old Polled Angus bull; one two-year-old steer; six yearling steers; one saddle horse nine years old; one saddle.

In this bunch there are twenty head of Holstein milkers, fifteen head of Polled Angus, twenty-five head of Durham and Roan Durham. About twenty-five head of these cows will be sold with calf by side; most of balance coming fresh before September. The entire Frazee herd is being sold and everything goes to the highest bidder, regardless of price.

### Cattle Are Rapidly Advancing In Price

The South St Paul market on June first was: Butcher steers $8.00 to $12.00 per hundred; Heifers and Cows $8.50 to $10.50 per hundred; Milkers and Springers $90.00 to $125.00 each. Attend this sale and increase your herd.

*Terms of Sale:* All sums under *$20.00* cash; over that amount time will be given until November 1st, 1917, on bankable paper. A five per cent discount will be given for cash.

*No By-Bidders at This Sale* *Free Lunch at Noon* *Plenty of "Spring Water"*

## *LEWIS W. FRAZEE, Owner*

*B. J. Dahloang, Clerk* *Col. J. E. Keefe, Auctioneer*

Exhibit 2

(Exhibit 2 and 3 are specimens of the excellent displayed work.) Perhaps the most pleasing feature of all, other features being equal, is the liberal quantity of news gathered for this paper's pages, and the intelligent and attractive way in which it is presented to the reader. In this respect the reader is invited to inspect the reproduction of the first page. But the happy fact is that every page of the Reporter shows

# Build Now

All of Europe will have to be rebuilt and when the war is over prices are going to soar skyward. Your delay is going to be expensive.

Regardless of the kind of building or alteration you have in mind investigate our

## Free Plan Service to Customers

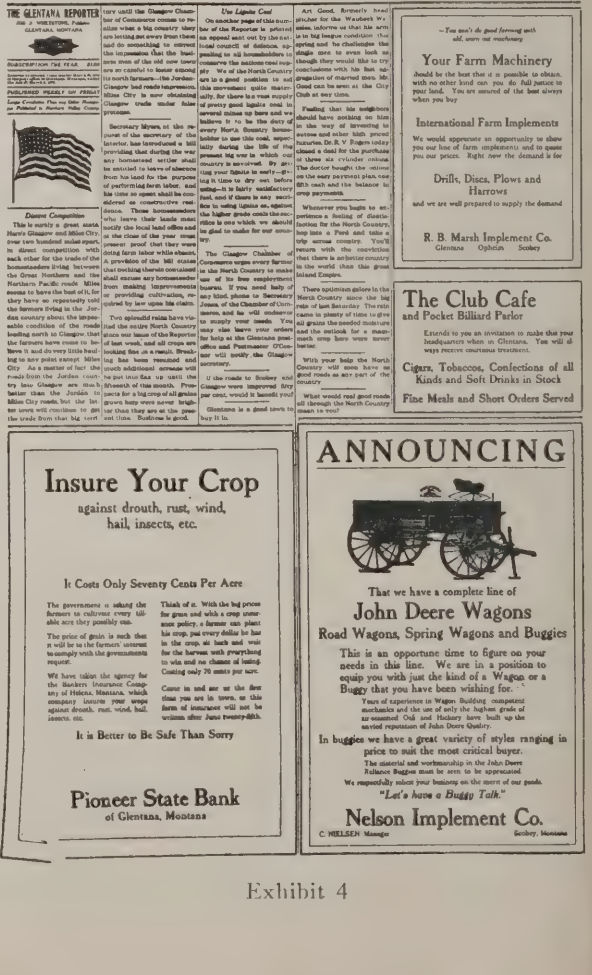
Our service department is at your command in all building matters. Talk it over with us

## Hellekson Lumber Co.

Scobey and Opheim

Exhibit 3

the same capacity for infinite pains on the part of its maker. Exhibit 4 is a reproduction of the editorial page a feature I am greatly gratified in



THE GLENTANA REPORTER

Insure Your Crop

against drouth, rust, wind, hail, insects, etc.

It Costs Only Seventy Cents Per Acre

Pioneer State Bank

of Glentana, Montana

ANNOUNCING

John Deere Wagons

Road Wagons, Spring Wagons and Buggies

Nelson Implement Co.

Your Farm Machinery

International Farm Implements

Drills, Discs, Plows and Harrows

R. B. Marsh Implement Co.

The Club Cafe

and Pocket Billiard Parlor

Cigars, Tobaccos, Confections of all Kinds and Soft Drinks in Stock

Fine Meals and Short Orders Served

Exhibit 4

finding. The subjects which Editor Whetstone has chosen for the various paragraphs on this page are most exellent and appropriate, dealing more particularly with those topics in which the folks of Glentana and community are, or ought to be, most interested. This editor's command of language and literary style are both commendable, and in everything he shows the mark of genius, as defined within the introductory paragraphs of this installment. I certainly wish him an abundance of success and shall be pleased to register further visits from this same publication in the future.

✧ ✧

A highly attractive sheet is the Winnebago City (Minn.) Enterprise, by F. E. Hadley, which I presume to substantiate by reproducing the front page as exhibit 5. I ask my readers to closely examine and appreciate the perfect balance achieved in the mechanical makeup of this page. The heads are neat in style and uniformity, but a trifle greater effort toward equity of length in the stair-step lines is needed. Contents of this paper are faultless, there being several pages each devoted to other towns within the field, a practice becoming more common with the modern country paper. It's a good practice, too, as it forces the fact more sharply upon the residents of such towns that the sheet is their home paper, also as much as the home paper of the town in which the office of publication is located. The Enterprise's editorial page is a literary gem. There is a double-column of editorials, well chosen as to merit of thought and subject, and a single column of short, spicy paragraphs, much better in wit and sentiment than those the ordinary editor can manufacture. The columns of this sheet are machined and the advertisements fashioned after simplified, serviceable lines. Press work is first class. The big pageful of "locals," the county seat news page and the department headed "A Kodak on the Highway," by "Larry Ho," are all excellent features deserving more praise than I have space for.

WINNEBAGO CITY ENTERPRISE

WINNEBAGO CITY, FARIBAULT COUNTY, MINNESOTA, JUNE 21, 1917. NO 4

ANOTHER PIONEER HAS PASSED AWAY

BLUE EARTH HAS NUMBER ENLISTED

RED CROSS MEETING FRIDAY NIGHT AT PRINCESS THEATRE IN WINNEBAGO

If You Can't Fight, You Can Give! There Will Be a Splendid Program of Songs and Speaking. Let Every Patriotic American Attend This Meeting.

HERE AND THERE AROUND THE COUNTY

BOOKED CHAUTAUQUA FOR NEXT SEASON

CAN FOOD AT HOME

ONE MORE ENLISTED

SEVERAL MORE HAVE PURCHASED BONDS

KILLED INSTANTLY IN AUTO ACCIDENT

FARIBAULT COUNTY PICNIC

June 27th Is Set as the Date for a Jollification Picnic of Faribault County

Exhibit 5

Brother Halbert L. Hoard of the Jefferson County Union, Ft. Atkinson, Wisconsin, is a forceful editorial writer. When he writes it always reminds me of a duelist, deft with cruel japs, thrusts and parries and whenever Brother Halbert gets off something he considers fairly good, he is kind enough to send me a marked copy, and there's one of such lying appreciated by my side. In this copy of the Union the Ft. Atkinson editor takes up the subject of Governer Philipp's late veto of Bill 383A, which proposed to re-establish the privilege Wisconsin newspaper men once had of accepting railway mileage from the railway companies in payment for advertising. It is amusing to note that, whereas it would seem to be a subject calling for the roasting of the governor who vetoed the bill (from one who favored that bill's passage, as Brother Hoard apparently does) this editor so twists the incident as to make of it a new opportunity to lambast a former governor of the state, namely, the present senior U. S. Senator, Robert M. La Follette. I mention this only because it amuses me; but as to the subject of the editorial, I for one Wisconsin newspaper man, prefer the arrangement just as it is without the little old limited railway pass as "value received" for publicity. I used to get mine for advertising rendered the Burlington company, and, of course, while it was convenient in running up and down the line attending to my collections and solicitations, about the only way I could get the full pay for my advertising was to take a long trip into Chicago or Milwaukee and thus neglect my business and waste my time, not to mention the many good dollars I spent in necessities and foolishness whilst in the city. Now, the Burlington company contracts with me for a certain amount of space each year at regular rates which they pay for by check every quarter, and if I want to travel I pay cash for my mileage. I

# THE WHITEWATER REGISTER.

PUBLISHED EVERY FRIDAY MORNING. ONE OF THE COUNTY NEWS OF WALWORTH, ROCK AND JEFFERSON

VOL. LXI, NO 11 WHITEWATER, WALWORTH COUNTY, WIS., FRIDAY, AUGUST 4, 1916 WHOLE NO. 3097

DR. LINDSAY IS DEAD

Little Town Has Further Prolonged Period of Lamentation

COMPANY C ON THE HILL

DROWNS IN TURTLE LAKE

WHITEWATER WINS CUP

THE INDUSTRIAL EDITION

Exhibit 6

# THE OAKES JOURNAL

A Real Newspaper—Read it and see

VOL. 10 OAKES, DICKEY COUNTY, NORTH DAKOTA, THURSDAY APRIL 20, 1917 No. 39

THE END OF THE SLIDE

And He Took Things So Easy

Exhibit 7

Just Now When You Hear So Much About High Prices You Will Appreciate the C. M. C. Most. The More Careful You Are as a Buyer, the More You Will Depend on This Store. This is Your Store; Come and Take Advantage of Its Splendid SERVICE

Coats Are Prettier And More Varied in Style And Colorings Than For Many Seasons.

$6.95 $14.50 $19.00 $26.50

Our business extends a great distance in all directions from Oakes; it's the greatest Dry Goods House in the southern part of North Dakota.

We believe that people generally would prefer to do their shopping here, once they realize the many advantages this store offers.

If you are not already a customer, come just once and find out for yourself what this store is doing.

Bullseye Bargains of New Merchandise

Shoes Are Still Cheap Here, But You Must Come Soon

Queen Quality SHOE

Three-fourths of our Shoes are still under-priced.

White Shoes will be very popular this season. We are showing latest styles in both White Kid and White Reign-Skin Cloth.

Through exceptionally fortunate and heavy purchases of Children's Low Shoes we will be able to save you considerable during the next few months.

See Our Shoes and Get Our Prices

All The Fashionable New Wash Goods Fabrics are Here. Let us Help You Plan Your Summer Dresses.

Sports Costumes Washable Suitings

Voiles

Trimmed Hats Have Never Been as Cheap as this Season

We announced early in the season that we would sell trimmed Hats lower than ever before. We carry larger stocks of Hats ready-to-wear and are selling them at the new prices of $2.95, $3.50, $3.95, $4.50, $5.50 and up

One Special Lot of Girls' Hats at 10c

A large assortment of Children's Hats (Boys' included) at 35c, 65c, 85c and up

You Will Like the New Spring Suits, They are Unusually Becoming for Nearly Every Type of Figure

$16.75 $24.50 $23.50 $29.50

Special values in Lingerie Waists at 98c and some of the new numbers in Middies, made in attractive styles with a new effect that is pleasing.

98c 98c $1.50

Spring house cleaning time calls for a visit to our Drapery section. Grosgrain, Art denim, Voiles in all the new colorings and designs. Let us help you plan. A little money spent here will brighten your home wonderfully.

20c 29c 35c 75c

The "Breadwinner" Rompers and Play Dresses for Little Ones; Will Make Mothers Happy.

75c 95c $1.35 59c 98c

Three-fourths of This Store's Stocks are Still Sold Away Below Present Market Prices.

Very serviceable and stylish are these new Slip-Ons; they make splendid street and automobile coats, coming in New Tweeds and Tweed Plaids

$3.50 $7.50 $9.50 $12.95

These New Straight-line Porch and House Dresses are Dimently different. You can't imagine how Pretty they are until you try them on

$1.25 $1.75 $2.95 $3.45

Read the Description of these New Sport Skirts, then Come and Try Them On

$6.75 $7.50 $8.50 $9.75

New Goods are constantly being unpacked. Our spring and summer stocks are now at their best.

Hundreds of Beautiful Waists in Tub Silk, Crepe and Lingerie are here.

$1.75 $2.50 $4.50 $1.35 $5.95 $8.50 $11.50

You Cannot Afford to Make Bungalow Aprons at These Prices.

45c 65c 65c 75c 98c $1.15 $1.25

Many New Coats Have Come in via Express This Week

Gossard Corsets for Misses are here

For Instance—These Pretty New Children's Dresses, in Styles that Will Delight You

$1.65 $1.25 69c $1.35

The C.M.C. Store

We are now showing an exceptionally large line of children's Hats at 10c, 15c, and up to $1.50

Exhibit 8

find the latter arrangement a whole lot more agreeable and satisfactory all around.

✧ ✧

I do not remember how I came to be possessed of this copy of the Whitewater (Wisconsin) Register, one of the oldest and most highly honored newspapers of the state; but here it is and here it has been for several months. In point of contents this is a good paper; but it is remarkably modest in style—even to the point of verging upon monotony. Little effort, it seems to me, has been exerted to make this sheet attractive or artistic. (Exhibit 6 is the first page.) The same criticism applies to inner pages as well as to the front one. In the former I am grieved to find the advertisements arranged quite the opposite from that which this department has ever recommended, namely, the largest ads are invariably shoved to the column tops and frequently the ads are scattered promiscuously over the pages with little regard

Exhibit 9

to method or system. In point of contents and impression I have little cause for complaint, and the style in which everything is written up is high class.

✧ ✧

Here at last is a copy of my friend, Roy A. Bast's, the Oakes (N. D.) Journal of which the first page is shown as the seventh exhibit for this installment. Makeup, in spite of its extreme modesty, is artistic and well balanced. Excellent press work is in evidence and the mechancial makeup is strictly in accord with this department's edicts. In the eighth exhibit it affords me pleasure to show a double page advertisement from this specimen, a most delightful example of ad-composing genius. I have often called attention to the difficulty, and the immense amount of work involved in, the setting of such an advertisement, and I doubt if ever better results are achieved than Brother Bast has got here. In spite of the bigness of the job, no detail has gone neglected, and as a reward, the whole aspect is one of art and elegance. Nothing in this ad has the appearance of chance or accident, but, on the contrary, every line and every panel seem to have been premeditated and studied. Another exquisite specimen from this paper is to be seen in exhibit 9, in which is embodied the combined beauty of simplicity, excellent typography, perfect display and intelligent massing. What is left to be desired? The contents of this home weekly are creditable and the presswork above reproach. The Oakes Journal is all home printed.

✧ ✧

The Watertown (S. D.) Public Opinion is a fairly creditable specimen of the smaller city product. It has a good news service, including both telegraph and reportorial sources. The same error, so frequently met with in small city papers, is in evidence, however, that of ads scattered hither and thither over the pages, as a result of granting advertisers preferred position and allowing them to dictate the makeup of the paper. All chance to be artistic, neat or attractive is precluded. Editorial work is creditable. Advertisement composition and presswork are fairly good.

✧ ✧

The point which keeps the Isabella County Courier of Mt. Pleasant, Mich., down in the scale of excellence is that of mechanical makeup and typography. The style of heads (that of a single line of eighteen-point condensed Gothic caps) is one which precludes beauty of appearance. A much better plan is to adopt several sorts of harmonious headings, graded in degrees of size and importance, for use over articles of corresponding degrees of interest, and thus the effect can be made attractive and pretty. The exuberance of advertising matter is gratifying and I am pleased to note that some of this has

Exhibit 10

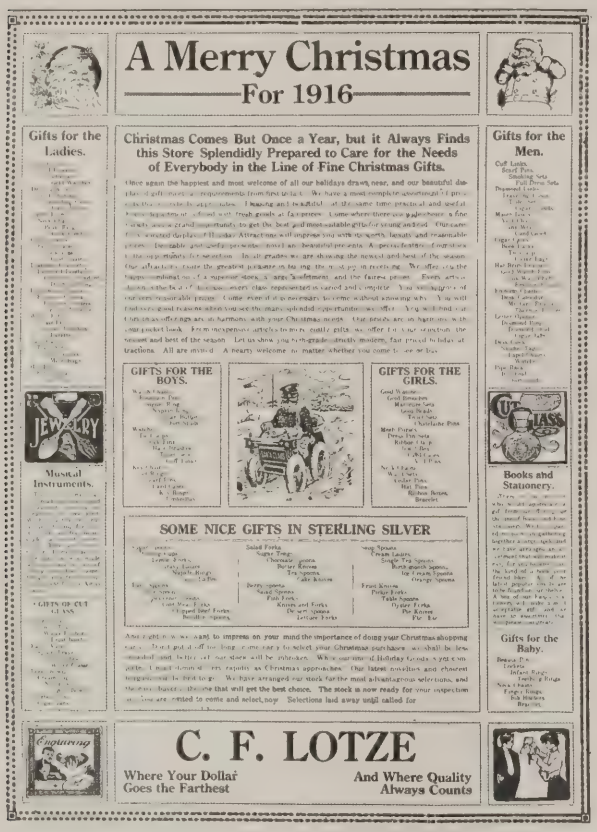
been particularly well handled. Good press work and well composed hand-set straight matter are among this sheet's virtues.

✧ ✧

A close inspection of the Waupaca (Wisconsin) Republican-Post doesn't leave a very bad taste in one's mouth, notwithstanding the few defects to which I may allude in the course of this paragraph. The front page is very pleasing in the mechanical makeup of its upper portion, but the displayed advertisement in the right-hand corner spoils the effect of the lower portion. Strong editorial work and an excellent news-service are among the praiseworthy features of this sheet, as are also presswork and advertisement composition. Among the latter I select exhibit 10 for reproduction, and defy anyone to find an ad of similar nature which has received more able treatment.

✧ ✧

This excellent full page advertisement presented as my eleventh illustration is taken from



A Merry Christmas
For 1916

Gifts for the Ladies.

Christmas Comes But Once a Year, but it Always Finds this Store Splendidly Prepared to Care for the Needs of Everybody in the Line of Fine Christmas Gifts.

Gifts for the Men.

GIFTS FOR THE BOYS.

GIFTS FOR THE GIRLS.

JEWELRY

Musical Instruments.

Books and Stationery.

SOME NICE GIFTS IN STERLING SILVER

Gifts for the Baby.

C. F. LOTZE

Where Your Dollar Goes the Farthest

And Where Quality Always Counts

Exhibit 11

the Dakota Republican of Vermillion, S. D., that superlative sheet of which I have so often commented with enthusiasm in the past. Perhaps this ad is a trifle "stiff" in design, but every detail has been nicely eked out and technically it is almost perfect.

✧ ✧

For a daily newspaper of its class few there are which excel the Davenport (Iowa) Democrat in the matters of news-service and typography. Of course, I am aware that there are those who will immediately object to the degree of sensationalism in evidence in this sheet's typography as in evidence in its front page (exhibit 12) but that word "sensationalism" as pertaining to newspapers is losing some of its venom. In these strenuous days we simply must

THE DAVENPORT DEMOCRAT

Liner Sinks German Submarine

AMERICAN LINE STEAMSHIP MONGOLIA FIRES FIRST GUN OF THE WAR

MOVEMENT ON IN GERMANY FOR THE OVERTHROW OF CHANCELLOR OF EMPIRE

Captain Reports That the Plunger Was About to Attack His Vessel; Naval Gunners Aboard the American Steamship Made a Clean Hit in Firing at the Undersea Craft at a Range of One Thousand Yards

Periscope of U-Boat Seen to Be Shattered

UNITED STATES NOT TO ENTER INTO ENTANGLING ALLIANCE WITH ENTENTE

JOFFRE AND HIS PARTY GREETED WITH CHEERS

BRITISH MAKE PROGRESS; CAPTURE 3,029 PRISONERS

GOV. HARDING NAMES STEVENS FOR HIGH COURT

BULLETINS OF THE GREAT BATTLE ON FRENCH FRONT

CATHEDRAL IS AGAIN SHELLED

WHEAT REACHES TOP OF $2.50; PREDICT $4 PRICE

HENRY STIVERS IS SUMMONED

ITALIANS TO SEND MISSION

Exhibit 12

display our news pages somewhat, because the reading public demand it. Modern folks are in a hurry, and there are just hundreds of 'em who never read more than the head-lines, and they want these big enough so that they may be read on the run, as it were. Another reason for head display is the keen competition among present-day newspapers. The purpose of the head is to catch the buyer's attention, and all of us are familiar with the sales that have been secured of certain editions, just because of the right hint borne strongly up in the headlines. Most assuredly, I am not an advocate of the extreme in this respect. There is a happy medium in this, as in all things, and that happy medium is what all daily newspapers should strive for. I do not consider the Democrat far over this line, and certainly the manner in which the makeup is handled, not only on this front page, but in all other pages is gratifyingly correct. Editorial and reportorial features are praiseworthy and mechanically thruout I can find little to complain of. The great amount of advertising business which this sheet is accorded is also pleasing.

# REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, 823 Greenleaf Ave., Wilmette, Ill.

THE other day I wended my way back to the office of the National Printer-Journalist, like a truant schoolboy, and timidly asked if I were still a member of the esteemed staff. Doubtless some of you have felt like asking the same question; for I like to believe that there are a number of printers who read this department when it appears and try to treasure up for use in their work such ideas as it may contain. So here I am back again, after an absence of several months. The truth of the matter is that I changed over to a new job earlier in the year, and it has kept me working pretty much all of the time to get the run of things. When a fellow gets to be my age (no conjectures, please, as to what that is) he does not take hold of new work as readily as some of you younger men. But I am assuredly not too old to try. And the fact that I am again taking the time to write this department may be taken as evidence that I have got at least a partial hold of my new work.

✧ ✧ ✧

In spite of war conditions, house organs continue to multiply. The Faithorn Company, a big Chicago printing concern, has just started one which it calls The Stamp. This name, together with the contents of the issue before me, seems to indicate that the chief aim of the publication will be to promote direct-by-mail advertising. The quality of the printing of The Stamp is such as to inspire confidence, while the matter presented is well written, interesting and right to the point. Of particular interest to the readers of these pages will be an article entitled "The Task of Type in Advertising" by F. G. Winter, and I shall give an extensive quotation from it. Mr. Winter says:

The Shortest Line Between Seller and Buyer
Direct-by-Mail Advertising
DIRECT-BY-MAIL advertising literature, to be most highly effective, should be planned and written by someone who has made a study of this form of publicity
Our business is to plan, write and print direct advertising literature that will sell goods. The man in charge of our direct advertising service has had many years' successful experience in this line of work as a merchandising and advertising expert. His services may be obtained by those who feel the need of such a service.
We would like the opportunity to talk to you about a direct-by-mail campaign for your business. We feel that we can offer you a service that is comprehensive and intelligent. If you are in doubt about how to proceed in planning your copy, art work and printing it will pay you to consult a concern that has pleased others and should please you
The Faithorn Company
ENGRAVERS PRINTERS
DIRECT ADVERTISING
CHICAGO

The proper utilization of type and consistently-thought-out arrangement of same is a factor that can be made to pay as handsomely as any other feature in advertising.

Often an expensive and really effective illustration loses its potency or has its attention-value nullified by being coupled with a questionable type selection and arrangement. The copy may be appealing enough to get itself acted upon if it were read, but too often a desire to economize on the least expensive part of the preparation of advertising matter, or the delegation of this feature to those who are deficient in type-sense, will result in an arrangement that absolutely defies one to read, rather than invites reading and assisting to absorb the appeal.

A type arrangement, like a labor-saving machine or a good car, is effective in the measure that you don't have to think about it. The mechanical construction is not noticed because it does its work so smoothly and well. Type should do its work so that the reader is not conscious of any display of skill in its arrangement. It should be obviously simple.

The function of type in advertising is analagous to the spoken word of the salesman, with this exception—that it must present your message to an unknown prospect, whose tastes and inclinations, or prejudices, are a matter of conjecture. The salesman can "size up" his man and frame his appeal to his needs, but type addresses at once, with the same words, the possessor of a twelve-cylinder and the owner of a flivver, merchant and clerk, corporation head and office boy—and well-planned typography strengthens the appeal to each and every one of these who is a logical prospect.

If a design or illustration seems called for, to make the appeal stronger or to picture the wares, it should be so planned as to co-ordinate with the type, not as is too often the case, absorbing entirely too much thought and effort to make a fine drawing and being elaborated beyond the needs of the case. The design should contribute to the format only that measure of idea-value or suggestion that seemed to call for a drawing at the outset—and should then make way for the type and its job.

Unless the type is prepared by one properly equipped, type on its side may nullify the effect of a good design, either by poor selection or faulty arrangement.

Printing that is not planned by a master hand is good only by accident and the sum-total of the efforts of artist, engraver, compositor and pressman too often result in an inconsistent mess because of the lack of a proper relation of one element to another.

The selection of the proper type for a given subject should be based on a most simple premise—that of selecting a type in harmony with the keynote or outstanding feature of the proposition to be promoted. Type does suggest various qualities or impressions and these are becoming standardized, so that the selection of a type face can be made by matter of rule, rather than being done by predilection or on wrong premise.

The border around this page is printed in a rather light shade of blue. The lines at the top of the sheet are in the same color. Here, in my opinion, is where a mistake was made. This is not strong enough for the principal lines, which are depended upon to get the attention for the story, especially as there is a heavy line in black at the bottom, with the body type rather bold, and seven halftone plates of various sizes scattered over the page. If the job would not stand for a third color, then the

But Push Button Control not only simplifies the starting operation—it enables the pressman to regulate the speed, an inch the press or stop it from any push button station.

Various types of control stations are illustrated her Remember that several of these little metal boxes c be installed about the press, wherever most convenient and that every movement of the press can be controlled from any one of these control stations as well as from the main control which is usually mounted near the feed board

The speed regulator illustrated above—is mounted on the wall near the press and is connected by wires to each control station. Only one speed regulator is required for each press and as many control stations as desired can be connected to it. The usual practice is to mount one control station near the feed board and one at the delivery end of the press, but on large presses additional control stations are installed around the frame of the press so as to facilitate inching when making ready or when correcting forms on the press.

The safety of your employees (and hence your freedom from damage suits) is insured by installing control stations equipped with the "look-out" button which prevents the press being started by accident, or through carelessness, when one of your men is correcting a form or making some adjustment or repair

The running speeds are adjustable and when once the proper speed for the job on the press has been determined the foreman of the pressroom can lock the controller so that no matter how often the press is started and stopped it will always come up to the pre-determined speed and cannot be operated faster or slower. This feature gives the pressroom foreman absolute control of the speed of every press and prevents careless pressmen from running a job at a speed too fast or too slow

There are lots of other good points about Push Button Control but we haven't space to tell you about them here Let us send you a copy of our booklet **"Push Button Control for Printing Presses"** which goes into the whole subject very thoroughly. Your signature and address on a post card is all the encouragement we need

LC Automatic Printing Press Controller with preset speed regulation One or more of the following Push Button Stations may be used with this controller

**Industrial Controller Co.**

890 Greenbush Street — Milwaukee, Wisconsin

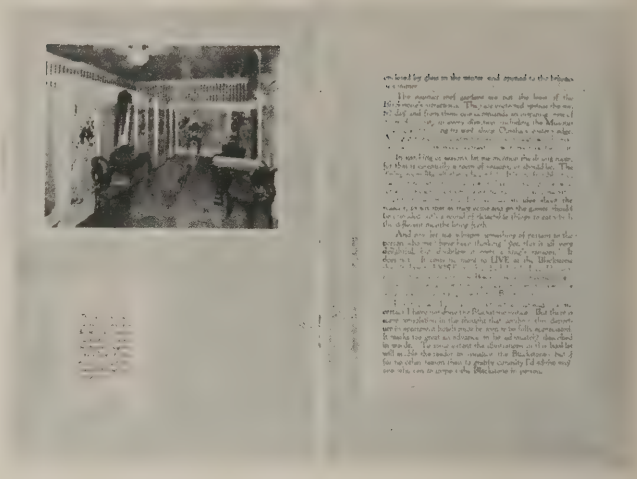
top lines should have been in black, using the blue as a border only.

✧ ✧ ✧

A few specimens are still coming to my desk which are printed on but one side of the sheet. The printer would do well to discourage this in these times of high prices, low stocks, and uncertainty as to the future. A conservation of paper stock in this way will also have its effect in helping to bring back the day of lower prices.

✧ ✧ ✧

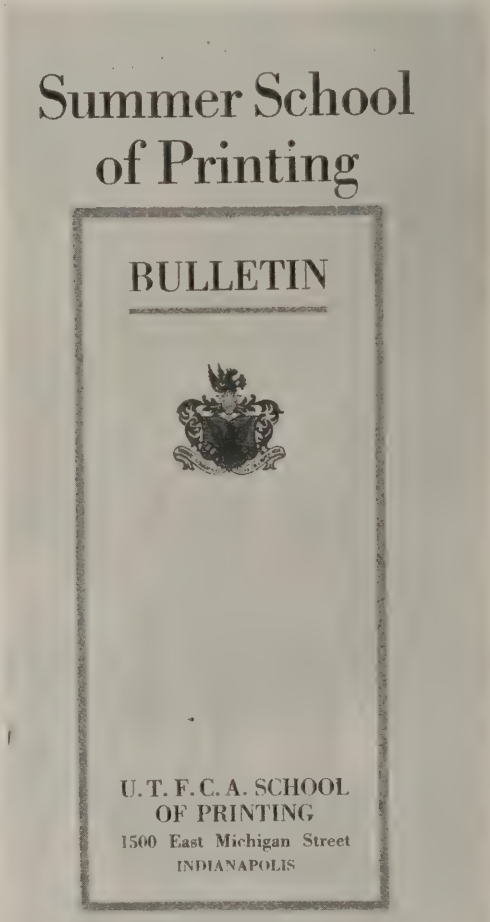
Here are two pages taken from a booklet gotten out by the I. A. Medlar Company of Omaha to advertise the Blackstone Hotel of that city. It is handsomely prepared and printed, as one can well judge even from the reproduction. The one who prepared the booklet evidently set out with the intention of having a left-hand page of illustration and a right-hand page of text all the way thru; but his vocabulary was apparently not equal to his



supply of photographs, for at the back the picture pages begin to pile on top of each other, after the story is ended. This is no serious fault to be sure; but it might have been avoided by having an occasional page with two cuts to the page.

✧ ✧ ✧

I hope some of our readers have utilized


Summer School of Printing

BULLETIN

U. T. F. C. A. SCHOOL OF PRINTING

1500 East Michigan Street

INDIANAPOLIS

the dull summer months to promote their education in the craft, either by attending some summer school of printing, or by other means. The U. T. F. C. A. holds a summer session at Indianapolis. A profitable course is outlined in a handsomely printed bulletin, the cover page of which is here shown.

✧ ✧ ✧

The war spirit is being put into many lines of advertising in order to give it attractiveness by linking up an advertising story with the news feature which is uppermost in the public mind. Here is the way one paper dealer dresses up the cover of a circular in order to keep it out of the waste basket. The printing is in three colors and is so realistic as almost to make

one believe that he is hearing the reports of exploding bombs on the firing line.

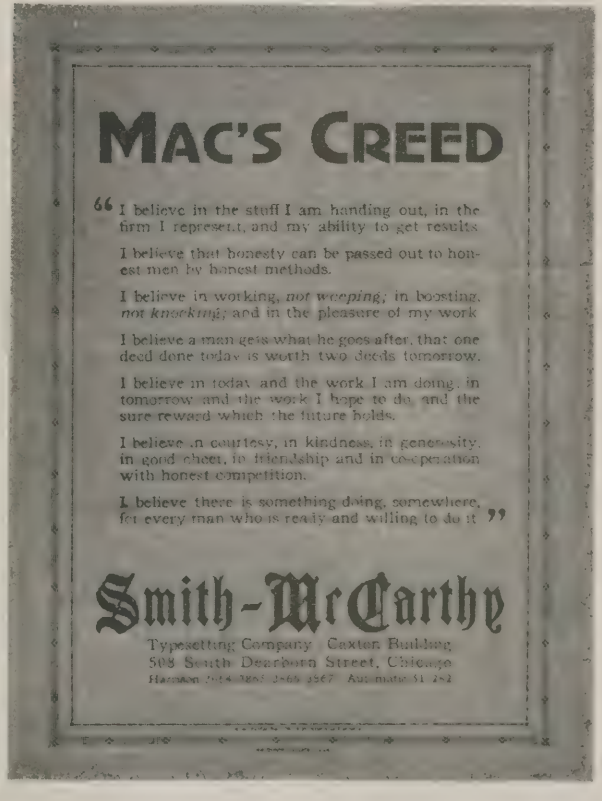
✧ ✧ ✧

I wonder how many of you have been so fortunate as to get a copy of the booklet written by Will Bradley and sent out by the Strathmore Paper Company, Mittineague, Massachusetts. It has a long title for so small a book—"Design and Typographic Display and the Use of Color on Strathmore Expressive Papers." The title, too, leads one to expect that this is purely an advertising talk, which is far from the truth; but even if it were such, it would be worth while, for the general design and execution of the book itself goes a long way toward a complete education in the art of printing. I had thought at first to make some extracts from the pages which Mr. Bradley has written, but that would only be a part of the value at best. Those who are interested had better send for the book itself.

Theoretically, I presume, this department should maintain a so-called high standard of editorial ethics and refrain from intimating that it knows there is such a thing as the advertising page. Practically, just between you and me, I think that this is all foolishness. The men who write the advertising pages are some of the brightest men in the country, and even tho their statements may have a decided slant to them, just as the words of a paid attorney, they are usually worth while reading. I am prompted to remark thus by reason of having just come upon an advertisement which carries a real lesson for the printer. It is under the heading "Why the Job Was Held Up," and relates how a customer was disappointed in the delivery of his work simply because the rack was short of leads, and in going to another part of the shop to replenish the supply the printer got to "chinning" with a fellow-craftsman and the job was neglected. Of course the moral which the advertiser points is that a plentiful supply of material should always be within easy reach. But one is inclined to wonder, also, why the printer was so easily diverted from the work in hand, and where the foreman was that two men were allowed to spend so much time in conversation that this particular job was not delivered on time.

✧ ✧ ✧

"Mac" is a true philosopher, according to this creed of his; and he is a good printer, too,


MAC'S CREED

"I believe in the stuff I am handing out, in the firm I represent, and my ability to get results.

I believe that honesty can be passed out to honest men by honest methods.

I believe in working, *not weeping*; in boosting, *not knocking*; and in the pleasure of my work.

I believe a man gets what he goes after, that one deed done today is worth two deeds tomorrow.

I believe in today and the work I am doing, in tomorrow and the work I hope to do, and the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in co-operation with honest competition.

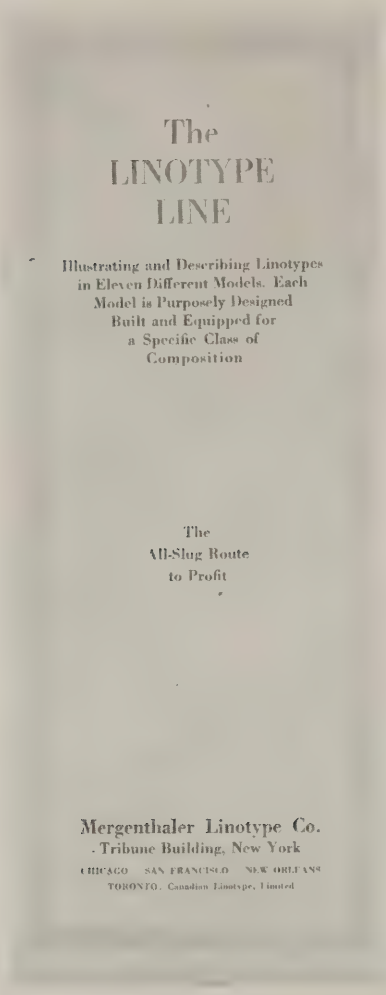
I believe there is something doing, somewhere, for every man who is ready and willing to do it."

Smith-McCarthy

Typesetting Company : Caxton Building
508 South Dearborn Street, Chicago

if we may judge from this one sample of his work, which is on dark brown rough stock, and printed in black—a real black which stands out strongly, as it should on such stock.

I particularly like this title page from a recent booklet sent out by the Mergenthaler people. And the whole book is of the same high class. It is in three colors, the title at the


The
LINOTYPE
LINE
Illustrating and Describing Linotypes in Eleven Different Models. Each Model is Purposely Designed Built and Equipped for a Specific Class of Composition
The All-Slug Route to Profit
Mergenthaler Linotype Co.
Tribune Building, New York
CHICAGO SAN FRANCISCO NEW ORLEANS
TORONTO, Canadian Linotype, Limited

top being in rose red, the border in a subdued green tint, and the rest of the matter in a green black.

✧ ✧ ✧

Seriously, tho, there is a wealth of information, suggestion and inspiration to be gleaned from the advertising pages of any well-ordered journal. They are a large part of the history which records the development of the trade, a continuous school of the latest methods and economies. Thru them we learn of new and better machinery and appliances, the latest products of the type foundries, improved processes for producing engraving and other effects at a price which is within reach of the average printer and his customer.

✧ ✧ ✧

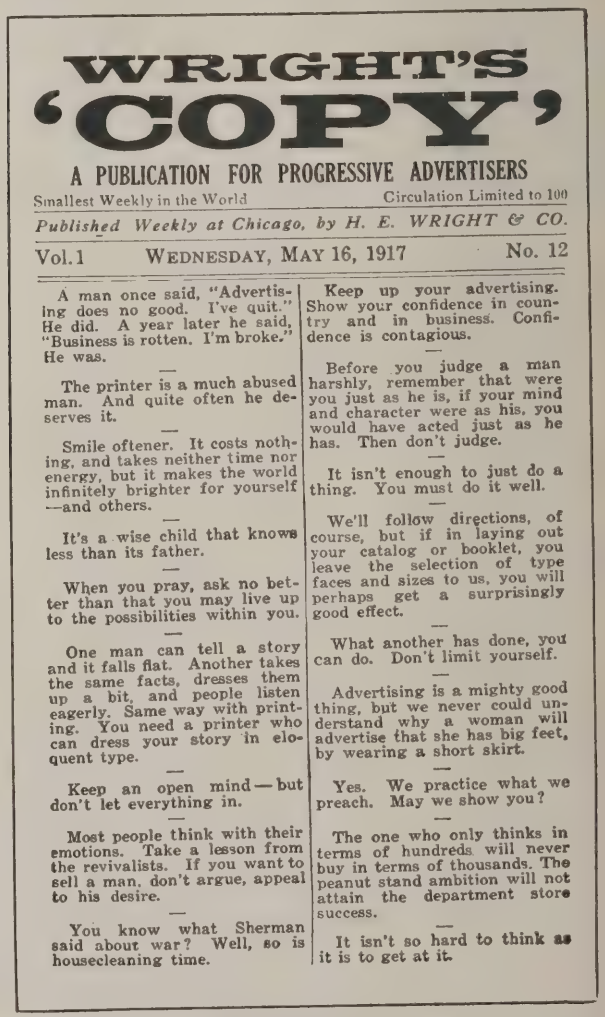
One of the ink manufacturers is making a hit with the printers by furnishing with each assortment of inks a window card which reads, "We will print your job at once in any color shown below." Below this are samples of eleven ink colors. The sign is on enameled metal and is well calculated to create interest and secure business.

✧ ✧ ✧

The Chicago Paper Company kills two birds with one stone, in a campaign to dispose of a special lot of envelopes by sending out with its circular a sample envelope, self-addressed, so that it can be used by the recipient in which to mail an order for a quantity of this special lot. Good idea! Why couldn't the printer do something of the same kind when he sees an opportunity to make a special price on printed envelopes to his customers?

✧ ✧ ✧

Here is a progressive Chicago printer who prints his house organ on a postal card. It's a good one, too. The paragraphs are bright and catchy, and I will wager there are few people who get it and do not read it. And a lot of people will say, "That sounds like the kind of a man I should like to have to do my printing." It is just with such a small beginning as this that a lot of big things start.



WRIGHT'S
'COPY'

A PUBLICATION FOR PROGRESSIVE ADVERTISERS

Smallest Weekly in the World — Circulation Limited to 100

*Published Weekly at Chicago, by H. E. WRIGHT & CO.*

Vol. 1 — WEDNESDAY, MAY 16, 1917 — No. 12

A man once said, "Advertising does no good. I've quit." He did. A year later he said, "Business is rotten. I'm broke." He was.

—

The printer is a much abused man. And quite often he deserves it.

—

Smile oftener. It costs nothing, and takes neither time nor energy, but it makes the world infinitely brighter for yourself —and others.

—

It's a wise child that knows less than its father.

—

When you pray, ask no better than that you may live up to the possibilities within you.

—

One man can tell a story and it falls flat. Another takes the same facts, dresses them up a bit, and people listen eagerly. Same way with printing. You need a printer who can dress your story in eloquent type.

—

Keep an open mind — but don't let everything in.

—

Most people think with their emotions. Take a lesson from the revivalists. If you want to sell a man, don't argue, appeal to his desire.

—

You know what Sherman said about war? Well, so is housecleaning time.

Keep up your advertising. Show your confidence in country and in business. Confidence is contagious.

—

Before you judge a man harshly, remember that were you just as he is, if your mind and character were as his, you would have acted just as he has. Then don't judge.

—

It isn't enough to just do a thing. You must do it well.

—

We'll follow directions, of course, but if in laying out your catalog or booklet, you leave the selection of type faces and sizes to us, you will perhaps get a surprisingly good effect.

—

What another has done, you can do. Don't limit yourself.

—

Advertising is a mighty good thing, but we never could understand why a woman will advertise that she has big feet, by wearing a short skirt.

—

Yes. We practice what we preach. May we show you?

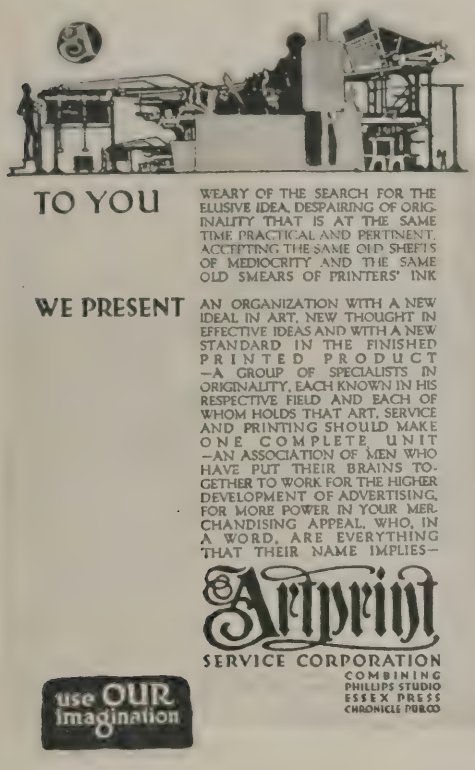
—

The one who only thinks in terms of hundreds will never buy in terms of thousands. The peanut stand ambition will not attain the department store success.

—

It isn't so hard to think as it is to get at it.

Imagination is the thing. So many printers, engravers and advertising designers lack it—and that is just the reason they never get very far. Here is a concern which claims to have this commodity for sale. If they really have it


TO YOU
WEARY OF THE SEARCH FOR THE ELUSIVE IDEA, DESPAIRING OF ORIGINALITY THAT IS AT THE SAME TIME PRACTICAL AND PERTINENT, ACCEPTING THE SAME OLD SHEETS OF MEDIOCRITY AND THE SAME OLD SMEARS OF PRINTERS' INK
WE PRESENT
AN ORGANIZATION WITH A NEW IDEAL IN ART, NEW THOUGHT IN EFFECTIVE IDEAS AND WITH A NEW STANDARD IN THE FINISHED PRINTED PRODUCT —A GROUP OF SPECIALISTS IN ORIGINALITY, EACH KNOWN IN HIS RESPECTIVE FIELD AND EACH OF WHOM HOLDS THAT ART, SERVICE AND PRINTING SHOULD MAKE ONE COMPLETE UNIT —AN ASSOCIATION OF MEN WHO HAVE PUT THEIR BRAINS TOGETHER TO WORK FOR THE HIGHER DEVELOPMENT OF ADVERTISING, FOR MORE POWER IN YOUR MERCHANDISING APPEAL, WHO, IN A WORD, ARE EVERYTHING THAT THEIR NAME IMPLIES—
Artprint
SERVICE CORPORATION
COMBINING
PHILLIPS STUDIO
ESSEX PRESS
CHRONICLE PURCO
use OUR imagination

they ought to be able to swing things their own way with wonderful rapidity. Ideas command money. Imagination is almost above price.

✧ ✧ ✧

A writer in Print, which is a handsomely produced little journal in the interests of Boston printers, suggests the advisability of small printers in a locality combining and establishing a central printing plant, merely retaining their identity so far as name and designing and selling organization are concerned. A diagram is shown of such a combination of six concerns in an eastern city, the six having separate offices, but all opening into the one central printing plant. Print says:

As it is now there are a number of printers in every community who are not able to secure sufficient volume of business to make a profit. What they make in one department they lose in some other department. They are unable to maintain their composition, job press and cylinder press departments 60 percent productive or better thruout the year. As a result they do not make any money or do not make the money they should.

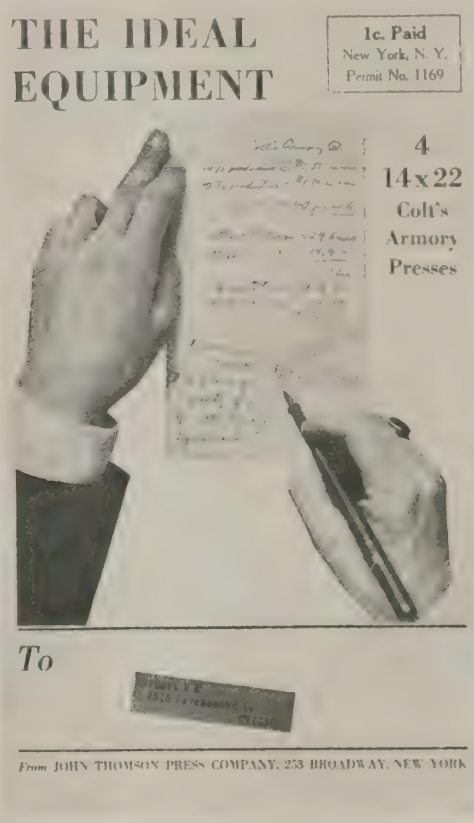
But in all probability every one of these printers is handling enough business to show a good profit at the end of the year, if the work was produced in a central plant such as we show in our diagram. Why spend your lifetime making a meagre living out of a volume of business which just falls short of what your equipment demands, when you combine with one or two other printers and make this same volume of business yield a handsome profit?

Printers, forget your petty differences and your exaggerated plant valuations and get together. Combine on the basis of the volume of business you would be able to turn into the central plant during the year. Put your plant in a storage warehouse. Let one member of the combination do the manufacturing. Let all the others maintain only a front office and devote all their energies to getting the business and giving service to customers.

This plan might work out all right in some ways; but it looks to me like a possible source of endless friction, on which I should scarcely desire to take chances.

✧ ✧ ✧

Show a man how he can save money and you can always interest him. This is what adds force and attention-getting power to this circular. This is followed up with strong sales

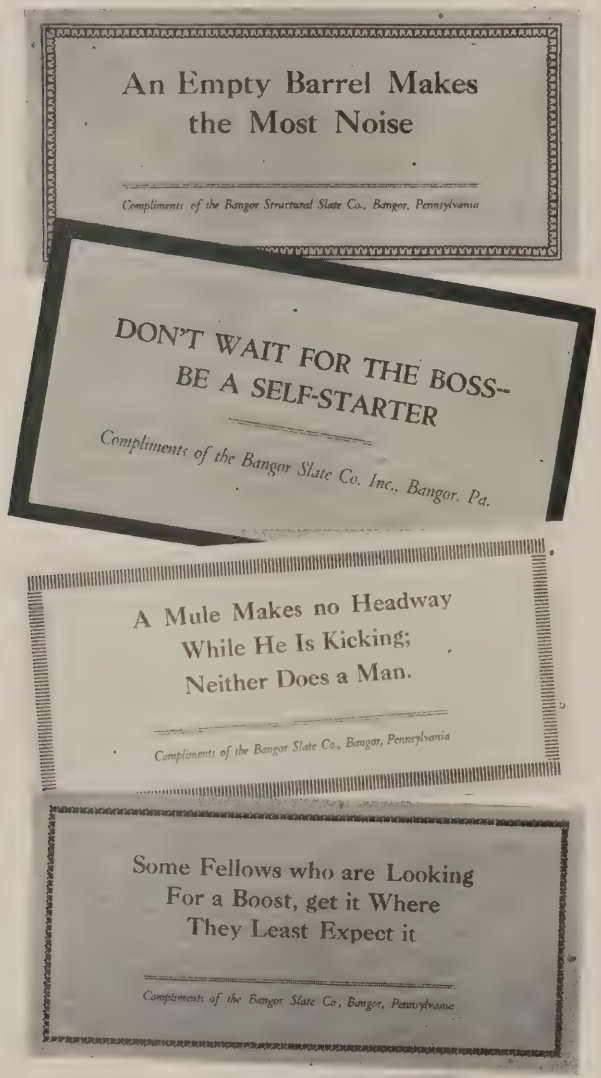



talk along the same lines on the other pages. And then a return card to get the mans' name while he is interested. A piece of printed matter which will grip a man up to the point of signing and mailing a card is a success. That is its function. The rest of the job of selling is a matter of individual sales work.

Patriotism is running high. The flag is the favorite emblem. It is wanted on all sorts of printing and advertising. Let the printer see to it that it is used in a proper, dignified and loyal manner. This is no time for desecration of the flag. The printer can do much to maintain for the flag the place which rightfully belongs to it.

✧ ✧ ✧

Four blotters have reached me from some source—four blotters which are worth showing because of the epigrams which they present. Perhaps you can use them in your own work.


An Empty Barrel Makes the Most Noise
Compliments of the Bangor Structural Slate Co., Bangor, Pennsylvania
DON'T WAIT FOR THE BOSS—BE A SELF-STARTER
Compliments of the Bangor Slate Co. Inc., Bangor, Pa.
A Mule Makes no Headway While He Is Kicking; Neither Does a Man.
Compliments of the Bangor Slate Co., Bangor, Pennsylvania
Some Fellows who are Looking For a Boost, get it Where They Least Expect it
Compliments of the Bangor Slate Co, Bangor, Pennsylvania

✧ ✧ ✧

This is a delightful card, with all the clean-cut appearance of plate work but without all the expense of hand design. In sending it in Mr. Eaton says:

These cards were set in Cloister Old Style, and a hand-drawn floret added for the color.

The lettering was then engraved on copper and a steel plate made of the floret. The engraving insured a somewhat lighter and cleaner result than could be obtained from the type itself. The lettering was made on copper, so that the depth of the plate would not show on the back to any extent, and as the floret was so small the extra depth of the steel plate was not at all objectionable.

✧ ✧ ✧

"Who is worse shod than the shoemaker's wife?" is an old question which has a parallel in an interrogation as to the printer and his advertising literature, or the newspaperman and his use of publicity for the benefit of his business.

A worthy contemporary, "Direct Advertising, of Boston, points out that the most reliable information procurable upon the subject shows that the average printer today is spending a fraction of one percent in advertising his business.

Readers of the National Printer-Journalist have often been urged to a wider use of their advantages and many have taken up the suggestions advanced. It is safe to say that those who have profited by the advice are the most fortunately situated today.

"Physician, heal thyself" is an injunction of significance for the printer whose business is in a diseased condition. One may be ever so good a manager of his business, he may have every detail of the various processes well in hand and may know to a cent what his costs of production are, but unless he has some idea of the necessity of advertising, his efforts will fritter away and he will never attain financial independence.

✧ ✧ ✧

### If Right Go Ahead

"That is why I say there are delights in the modern country journalism the average newspaper man will never know—delights when the secretary of the Old Maids' Sewing circle threatens to quit the paper because you said a 'red light' house close to the town limits needed blotting from the map (such things are not for publication, say mossbacks); delights when the town's merchant prince "pulls out" his sixty inch advertisement after you have shown your policy is to print the news, part of which happened to be a story of the merchant prince's wayward son taking a joy ride with a local high school girl and keeping her away from home for three or four days.

"Stick to the news.

"There is a mighty line between truth and sensationalism. If you're right go ahead, notwithstanding the clamorings of the anvil gang.

# National Editorial Association
# Business Administration Department

CONDUCTED BY THE PRESIDENT OF THE N. E. A.

*"A small drop of ink, falling like dew upon a thought, produces that which makes thousands, perhaps millions, think."—Byron*

THE future prosperity of the newspapers of America depends to a larger extent than the average publisher realizes, upon the coöperation of all the publishers of this country. This coöperation must come if we are to receive just compensation for our labor, if we are to be recognized in legislative matters and to be accorded that consideration that our great industry warrants. Every state, county and district association in the united States is urged to unite with the National Editorial Association by taking advantage of the group membership provided for at the recent session in Minneapolis. By the payment of what might be termed a per capita tax of 50 cents each, these various associations can throw their entire organization into the membership of the National Association. The question is, can the leaders be made to realize what this step means to the future success of the newspaper business? Personal appeals will be made to all of these associations to come together and give us an organization of 10,000 or 15,000 members an organization which can accomplish results.

Several prominent men have already been mentioned in connection with the next meeting of the N. E. A., among them being Hon. Brooks Fletcher, publisher of the Tribune at Marion, Ohio, and one of the best known chautauqua lecturers in America. Mr. Fletcher recently spoke at Canon City, Colorado, and there informed Vice-president Guy U. Hardy that if chautauqua dates did not interefere he would be present at the Hot Springs gathering. Another prominent man to attend is Mr. Laurence Hodgson of St. Paul, private secretary to the patriotic mayor of St. Paul. "Larry Ho," as Mr. Hodgson is known all over the Northwest, has but one mission in life and that is to go about doing good.

The publishers of America owe a vote of thanks to Lord Northcliffe for turning over to them the output of his Canadian mills. Were it not for this patriotic gentleman, publishers would be still paying extortionate prices. Between such loyal supporters as this great London publisher and our legislative committee headed by that valiant worker, George Hosmer of Denver, something had to come. But our legislative committee needs money to keep a man on guard at Washington. This aid is only forthcoming by the backing of every editorial association in the land. Give us boosters, not knockers.

The necessity for a better understanding between publishers was never more apparent than it is today, right now. It is not a time for antagonism but it is a time for concentration of forces. Vast sums of advertising can be obtained by united work. The free space grabber is growing so obnoxious that it is time to use the cheese knife and enlarge the waste basket. The National Editorial Association advertising committee are working along proper lines but in this success means coöperation, sticking together.

Better business methods in the front office will help many a publisher. Attend to your correspondence. Make it a practice to answer your letters the day they arrive. Do not throw them into a pigeon hole and forget them until the annual clean up next January. This also includes letters which you may receive from National Editorial Committees. These men are giving their time for the good of the profession, therefore help, not hinder.

In Canada, where governmental advertising is handled on business methods, the publisher gets pay for his space and the publisher feels like boosting more than where it is all donation. The National Editorial Association is working for similar methods in the United States. They want your help in the good move.

Little Rock and Hot Springs have already commenced to make preparations for the next meeting of the N. E. A. And it is well, for the next meeting will be a wide awake one. Governor Brough will have to enlarge his corps of assistants if he keeps up with the bunch that will be present from the northwest. The tentative program already mapped out includes three days at Hot Springs and three days at Little Rock, followed by a week's tour thru the state.

The Press Congress of the World has postponed its session at Sidney, Australia, until 1919. There are a lot of people who are anxious to go to this great gathering which will be in the way of a celebration of the world's peace which all sincerely believe will be attained by that time. The National Editorial Association delegation will be headed by that peerless orator and able publisher, Mr. Schermerhorn of Detroit Michigan.

Flowers for the living. Past President John Clyde Oswald has enlisted in the service of his country. Let us show our appreciation of his loyalty by giving him a "Patriotic Postal Shower." "Do your bit" by mailing the moment you read this, care American Printer, 344 West 38th St., New York City. Let this loyal worker know that he is not forgotten by the lads and lassies of the N. E. A.

Will some one in every state help the National Printer-Journalist keep a correct list of the officers of the various editorial associations in their state? The Printer-Journalist wants the list, the Secretary of the National Association wants it too, also the advertising committee, the legislative committee and last, but not least, your humble servant. Keep the ball rolling by helping.

H. A. HOTALING,
Mapleton, Minn.

## AND THE GREATEST OF THESE IS SERVICE

By E. E. Critchfield, President of the Taylor-Critchfield-Clague Company

The old conception of business was that it represented the mere exchange of money and merchandise. Trade was regulated by two considerations—quality and price. There was some attention to value, of course, but few of the refinements of merchandising had made their appearance fifteen or twenty years ago.

Today with such a large variety of products in each line, with manufacturing facilities open to all to such an extent that supremacy in quality is more difficult than ever, and with prices on a given line of a certain quality varying but little, what sales arguments are left for the

manufacturer who would stand above his competitors?

One thing is left, sure; the greatest of all merchandising assets. That is—

SERVICE!

In the rendering of service the manufacturer may safely assume that he stands alone. A competitor may sell an equally good product. Prices may be equal, or the competitor may have a shade of the best of it. But real service is something individual. It cannot be successfully imitated. It can belong to you alone. And when all other trade elements are on a common level, your service is left as the distinguishing mark of superiority over competition.

Others may have good service, but it will not be like yours. Others may excel you in some features of service, but you can excel them in your features. And they are the ones to emphasize in setting forth the advantages of doing business with your house.

In whatever ways your service is unique, capitalize it and make it the basis of your sales activities. A proper presentation will distinguish your business so that it will appear different from all the rest—and it will be different.

The manufacturer who is now drifting with the tide, who sees no way of individualizing his business—who, discouraged by the fact that the prices of his goods and their quality place them hopelessly in the common run of such merchandise—can find some variety of service in which he is particularly strong, some mark of difference that can be presented to the trade as a reason why his product should be preferred above others.

The greatest of these is service!

When the monotony of quality and price falls from the manufacturer and blinds him to the merits of his own proposition, let him open his eyes to what he really has—or let him ask an outsider to make a survey and tell him what he has—and he will discover points of individuality that will prove of wonderful value in his quest of increased sales.

The manufacturer's service specialty may be uncommonly good methods of packing, or some special service determined by the character of the product, or effective assistance in the form of advertising or some other point whose value one schooled in such things can quickly detect. Whatever point of service is chosen for use in sales effort—whether it be prompt shipment, extra coöperation from headquarters, methods of wrapping or what not—use that difference as a talking point and you will soon find a marked increase in the demand for the very same product which you thought had gone stale because there was nothing "different" you could say about it. (Reprinted thru courtesy Chicago Herald.)

(Copyright, 1915, by J. Keeley.)

# Newspaper Foremen and Printers Exchange Views

ABOUT thirty Iowa country newspaper foremen and printers left their cases, took off their aprons, wiped their hands on the office towel and came to the short course for printers at Iowa State College, Ames, Aug. 23, 24 and 25. That was as many as the college hoped to bring together, because it felt that a group of that size could be better cared for in an instructional way.

If these thirty men came with any doubts whether a college could offer them any instruction in printing that would be new or worth while in a practical way, they went away with a different feeling. They found a program filled with topics that went to the heart of many of their every-day problems; they met instructors who also came from the print shop who understood the craft thoroly. Quickly the ice was broken and in very short order the printers were school boys again, interested, enthusiastic and ready with questions and comment that came from their own shop problems and experience. When the final session came, the men by a rising vote adopted resolutions declaring that the short course had been highly profitable to them, thanking the directors and instructors and asking that it be made a permanent feature of college extension work

Not only did the men get helpful information and ideas that they could take home with them and put to use, as one of them expressed it, but they got one other thing that some of them feel is to be even more profitable in the long run. They secured an organization among themselves for the promotion of their own craft interests. After the work of the short course was over, John Commons, foreman of the Denison, Iowa, Bulletin, took the floor and expressed his belief that the foremen and printers of country shops in Iowa might profit largely thru a well-conducted state organization. The suggestion caught favor immediately. In an hour's time a preliminary working platform had been adopted, officers elected and a committee on constitution and by-laws appointed. Just as important, every man present paid his preliminary initiation fee and the officers have the means at hand to start their organization work immediately.

The short course program was intended to deal with some of the more urgent problems of the country print shop and its management. The fundamentals of ad and job composition, the correct use of two and three colors, newspaper make up, job estimating, and the purchase of shop equipment were presented by J. L. Frazier of the Inland Printer. The care and efficient use of line casting machines and the preparation of the press and overlay were discussed by E. M. Keating of the Mergenthaler Linotype School, Chicago. The proper handling of inks and rollers and the organization of the work within a print shop were dealt with by E. A. Brown, foreman of the Owatonna, Minn., Journal-Chronicle. The manufacture of paper and its various uses in printing were presented by G. M. Mason of the J. W. Butler Paper Co. Motion pictures furnished by the Strathmore Paper Co. and the Warren Paper Co. were helpful in making clear the processes of manufacture of paper. The instructors all impressed themselves quickly upon the students as men of thoro experience and with skill in presenting what they knew. They were able also to arouse questions and discussions and from these came many valuable suggestions. The men stuck thoroly to the business of the short course. There wasn't an idle hour during the two and a half days and not a man proved a flincher when it came to digging into the work at hand. They had several diversions, one an auto ride around the college campus and the city of Ames. The others were in the nature of social dinners in the College Inn, when the printers relaxed and took time to get acquainted.

The short course was the outgrowth of a long time belief of the head of the journalism department at Iowa State College, which has conducted short courses for the publishers and editors of country newspapers, that a similar work ought to be done for country printers, and a hope that the college would see the need and meet it. He felt that sauce for the publishers might also be sauce for the printers in this matter of short courses. Plans for the short course could not be carried out last year, when made, but this year the engineering extension department, thru the interest of K. G. Smith, director, and J. Will Parry, his associate, made the funds available and the short course became a reality.

The three days' school held was perhaps the first of its kind to be conducted by a college or university extension department. The experiment is considered highly successful and there is strong likelihood that the short course will be made a permanent feature of trade extension work by the college. It is suggested that more printers will be served if the program be repeated several times in a year in as many different districts of the state. That plan has been successful in other trade short courses.

The new Iowa Foremen and Printers' association starts out with the following officers: President, John Commons of the Denison Bulletin; vice-president, Fred W. Ellis of the Sac City Sun; secretary-treasurer, Frank W. Westphal of the Waverly Democrat. The committee appointed on constitution and by-laws was: J. W. Gardener of the Spencer News; F. A. Wagoner of the Leon Reporter; Fred F. Harvey of the Perry Chief, and Fred W. Ellis of the Sac City Sun.

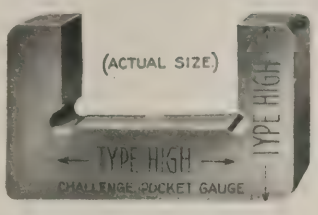
The purpose of this new organiation is mainly to promote educational work and to bring about better craftsmanship thru regular meetings and mutual exchange of ideas and experiences. "There is lacking among country printers any force to help them recognize their common interests," is the way one man put it. "The city printer has opportunity to mix with other printers frequently, to talk over his work and to get new ideas. The country printer is more or less isolated and this new association may, if properly conducted, serve him greatly. One of the big things I've gotten from the short course is the meeting with other ambitious printers. It has done me a world of good to see such a fine lot of men together and to know that we all belong to the same craft."

Those in attendance at the short course were: Ben J. Beck, Fonda Times; G. Wiley Beveridge, Goldfield Chronicle; E. A. Brown, Owatonna Journal-Chronicle; John Commons, Denison Bulletin; Chas. W. Dau, Carpenter Paper Co., Des Moines; Fred W. Ellis, Sac City Sun; J. L. Frazier, Inland Printer, Chicago; P. O. Gooder, Storm Lake Pilot-Tribune; Fred F. Harvey, Perry Chief; Carl H. Hoquist, Rockwell City Advocate; E. M. Keating, Mergenthaler Linotype School, Chicago; Carl G. Killion, Mason City Globe-Gazette; H. O. Moyer, Oelwein Iowan; H. Barnes, Ames Tribune; W. A. Nutt, Clarion Monitor; F. M. O'Furey, Mapleton Press; L. L. Opdycke, New Hampton Tribune; C. V. Pierce, Rockwell City Advocate; E. H. Briggs, Ames Times; W. G. Ray, Grinnell Herald; Harvey Seabold, Mapleton Press; W. F. Shadle Toledo Chronicle; Charles Sheridan, Ames Tribune; C. M. Shipp, Ida Grove Pioneer; R. Harvey Stella, Parkersburg Eclipse; G. Stueland, Ames Times; F. A. Wagoner, Leon Reporter; Frank W. Westphal, Waverly Democrat; J. W. Gardener, Spencer News; W. G. Williams, Ames Tribune; W. G. Harlow, Ames Times, and Conrad, Iowa Falls Sentinel.

# BUSINESS NOTES

**This Department is conducted for the benefit of advertisers, and expresses their claims and views**

### A New Gauge




The Challenge Pocket Tpye High Gauge, latest creation of The Challenge Machinery Co., Grand Haven, Michigan, is designed to fill all requirements of a type-high, bearer and cylinder gauge, yet is small in size to be carried conveniently in the pocket. It is micro-ground to .918 of an inch (type high) inside and outside measurements, and highly tempered.

The advantage of this gauge over other small pocket gauge is that it may be used as a height guage for setting cylinder and bearers on a cylinder press in addition to its usefulness as a gauge for testing height of cuts, etc. This feature adapts it to the particular needs of the pressman as well as the compositor.

The Challenge Pocket Gauge may be procured from any dealer in printers' supplies or will be sent postpaid, direct by the manufacturers on receipt of price, 75 cents.

### "Intertype News"

The first issue of a new house organ called "Intertype News" was mailed recently by the Intertype Corporation to its thousands of machine and supplies customers. It is a neat little booklet, consisting of eight pages and cover, the matter having a specially designed mailing flap which folds for mailing in such a way that no envelope is required. The cover layout is a combination of hand designing and Intertype faces, and the composition thruout, including large headlines, was handled on a multiple-magazine Intertype. The leading article in the first issue brings out the advantages of the new Intertype side magazine unit, which is standardized and therefore applicable to all models of standardized Intertypes. A double page spread in the center of the booklet shows at a glance just what is meant when the Intertype is referred to as a standardized machine. The fact that all models are interchangeable, that a Model A can readily be changed into a Model C or a Model B into a Model C, is very clearly presented.

Perhaps the most striking article in the first issue is a statement by H. R. Swartz, the new president of the Intertype Corporation. Mr. Swartz in his opening paragraph says:

"I would like to emphasize the fact that our Intertype slogan—'the BETTER machine'—is not merely an advertising phrase. I wish that all publishers and printers could realize how much that phrase means to every member of the Intertype organization. We have all worked hard to produce a machine worthy of such a slogan; and we all believe and know that we have succeeded."

Mr. Swartz then explains how all just criticisms of the Intertype have been considered by a committee of experts, and faults, however, insignificant, corrected. He states that during the past year more than $100,000 was invested in new equipment for the manufacture of Intertypes of a quality higher than ever before.

Copies of "Intertype News" can be secured from any Intertype agency or from the corporation's general offices in the Terminal Building, Brooklyn, N. Y.

### New Hamilton Product

A new article now being brought out by the Hamilton Mfg. Co. that is especially efficient is a truck for galleys. These trucks are made in several styles to hold galleys of various sizes and are being produced in both wood and steel construction. By their use it is possible to handle type pages or straight matter in wholesale quantities without danger of pi. They also afford a temporary storage place between departments, and being arranged with numbers on each galley opening serve to keep the matter classified where it can be located instantly when wanted.

These trucks can be used to advantage by even the smaller print shops and are invaluable in large plants where tariff work, catalogs and magazines are handled. One shop is using close to three hundred of these trucks.

### An Important Achievement

The development of the system of storing standing matter on galleys has been one of the most important achievements of the decade in printing offices. This system with its time saving possibilities created a demand for high-grade, durable galleys that could be sold at a moderate price. The Hamliton Mfg. Co., who fostered the galley storage system from infancy, found it necessary to have a galley which would be a help and not a detriment to the plan.

The galley which they produced has two outstanding features of considerable importance. First, there is the patented jointless corner, the entire galley being made from one piece of steel without joints, welds, seams, or anything of the kind, on special powerfully constructed machines and presses. Second, all galleys are made extra thick and of uniform thicknesses, regardless of the size of the galley, the smallest one being equal in weight to the largest ones. This is a feature which modern presses with fixed distance between bed and cylinder make imperative, as constant proving trouble is otherwise experienced.

### New Type Cabinet for Catalog and Magazine Printers

Newspaper plants have long recognized the necessity of a flat working surface for the make-up of large ads, such as full and half page ads. In the old style cabinets available no such provision was made; consequently, the compositors were forced to go to the stones to make up their jobs. This same difficulty is experienced in large printing plants where magazine or catalog work is a speciality, and to provide a cabinet to accommodate such plants the Hamilton Mfg. Co. have placed on the market a cabinet known as their No. 473, which provides both flat and sloping surfaces for working, besides many other novel and time-saving features, such as trays for quarter cases, labor saving lead and slug storage, drawer for copy, and miscellaneous supplies. We understand that circular of this cabinet will be sent promptly on request to the above Company.

### A Contribution Towards Increasing Patriotism

One of the most notable contributions to the increasingly valuable literature for the encouraging of patriotism has been made by the Mergenthaler Linotype Company of New York in a supplement of "The Linotype Bulletin" for June, 1917. It is a beautiful reproduction of Willard's painting, "The Spirit of '76." The reproduction is 5½x6¼ inches in size and has all of the characteristics of the original oil painting. No truer replica could be made by any method known to the printer's art.

Beneath the reproduction are printed "Maxims of Washington," collected and arranged by John Frederick Schroeder, D.D., a Citizen of the United States." The maxims are as follows: "There is a rank due to the United States among nations, which will be withheld, if not absolutely lost, by the reputation of weakness. If we desire to avoid insult, we must be able to repel it. If we desire to secure peace, one of the most powerful instruments of our rising prosperity, it must be known that we are at all times ready for war."

In connection with the publication, the Linotype Company has issued the following statement:

"When it was decided to print 'The Spirit of '76' as a supplement to the June issue of The Linotype Bulletin, the first problem was where to secure a picture suitable for reproduction. Diligent search through the numerous art studios and picture shops in New York City resulted in failure to locate a good copy, and final appeal was made to the Metropolitan Museum of Art. Here the information was obtained that the original painting was hung in the library of Abbot Hall, Marblehead, Massachusetts.

"A special representative was immediately sent to Marblehead to take a photograph, only to be informed by the town clerk, upon his arrival there, that some years ago the Board of Selectmen had passed a resolution forbidding any one to make a copy of the original. He told our representative, however, that one Horace Turner, an artist, had taken some very good photographs of the painting a great many years ago, prior to the restrictive ruling of the Selectmen. He had forgotten Mr. Turner's address, but thought he came from Boston. The town clerk was also good enough to permit copies to be made of some of the original documents pertaining to the presentation of the picture to the town.

Our man then went to Boston, and succeeded in locating Mr. Turner. When the purpose for which the picture was to be used was explained to him, Mr. Turner volunteered the original photographic plate, which was still in his possession, with the result that the colored reproduction has received many encomiums since its appearance as the best copy of 'The Spirit of '76' ever issued.

### Inscription on the Picture

Presented by Gen. John Devereux of Cleveland, Ohio, in memory of the brave men of Marblehead who have died in battle on sea and land for their country. April 27, 1880. A. M. Willard. 1876.

### Letter Formally Presenting the Picture to the Town of Marblehead

Cleveland, Ohio, April 28, 1880.

Dear Sir:

I beg to present to the town of Marblehead, Willard's historical picture of "Yankee Doodle"; and ask that it be erected in Abbot Hall to the memory of the brave men of Marblehead who have died in battle on land and sea for their country.

Very respectfully,
JOHN H. DEVEREUX.

Thomas Appleton, Esq., Chairman,
Board of Selectmen,
Marblehead, Mass.

### Letter from General Devereux to His Friend, Thomas Appleton, Accompanying the Presentation

Cleveland, Ohio, April 27, 1880.

My Dear Mr. Appleton:

It seems most fitting that this particular picture of Mr. Willard's should become identified with the town of Marblehead, whose history is so interwoven with Colonial and Revolutionary times and whose patriotism shows forth in every epoch of the Nation's life.

The artist has struck with a master's hand the chord of patriotic devotion, grand and ennobling in its effect, and breathing thru his creation "the loftiest spirit of self-con-

-ecration in the fulfillment of simple duty, which hath no place for fear"!

Well and proper is it, therefore, that the picture should -tand as a witness and teacher upon rock-ribbed Marblehead, that those coming after us who look upon it may be strengthened by its inspiration.

I may be pardoned for saying that for myself the paint-ng has had an extraordinary interest. Unknown to me Mr. Willard selected my youngest son as a model for the drummer boy, and the likeness proved to be striking. Possibly the artist discovered a spirit in the boy, whose great-great-grandfather, John Devereux, was an officer of Glov-r's Marblehead bridgade of the Revolution, and whose great-grandfather was born in the camp of the Continental army at Winter Hall, in May, 1776.

I trust that the picture will be acceptable to the people of the town generally, and remain,

Sincerely yours,
JOHN H. DEVEREUX.

The picture, framed or passe partouted, would be an appropriate ornament for the walls of any American printing or publishing office in the land. A copy, with accompanying legend, now occupies a prominent place in the publication offices of this magazine.

**"Newsboy Service," by Anna Y. Reed, Ph.D.—One of the School Efficiency Monographs**

That newsboy service furnishes the boys who are still in public schools the largest amount of employment, and that it is the means of combining vocational study with vocational guidance has been made clear by a new volume by Anna Y. Reed, Ph.D., and is the latest volume which has appeared by the publishers in the School Efficiency Monographs from this publishing house. It has 203 pages. The price is 90 cents, postpaid. Orders will be filled by the National Printer-Journalist.

W. Carson Ryan, Jr., editor for the United States Bureau of Education, in a prefatory note, calls attention to the fact that this is one of the first studies published which will help to secure a part of the seven million dolllars to be annually appropriated eventually by the federal government under the provisions of the Smith-Hughes Act, for vocational education in this country.

**Brooklyn Eagle Congratulated**

The Brooklyn Daily Eagle was warmly congratulated by Secretary of War Baker for its enterprise and forethought in presenting the names of those selected for the National Army in the recent draft. The following is the concluding paragraph of the letter:

"The work of The Eagle furnishes one more example of intelligent and effective coöperation of the press in dealing with the problems which are today facing the United States."

**"Safeguarding Industry" a Valuable Document. Have You a Copy?**

The mailing of 66,000 booklets giving directions for the prevention of fire, by the National Board of Fire Underwriters, is a service which all manufacturers must appreciate. The title of the booklet is "Safeguarding Industry." Mr. W. E. Malalieu, General Manager of the Board closes a letter accompanying the document with the information that "in case any manufacturer should be overlooked, or should fail to receive his copy, we shall be glad to honor his request immediately and without expense." The address of the Board is 76 William St., New York.

**"Obvious Adams," A Book Endorsed by Many**

"Obvious Adams" is a little book by Mr. Robert R. Updegraff, Manager of the Wilson H. Lee Advertising Service, New Haven, Conn., endorsed by Elbert H. Gary, George W. Coleman, Tim Thrift, George W. Hopkins and many well-known business and advertising men. It tells the story of one man's success in doing the most obviously necessary things in the conduct of advertising campaigns. It emphasizes the wisdom of giving attention to matter-of-fact, near-at-hand conditions and the keeping the logic of situations constantly in mind. The book is decidely worth reading and any student of advertising should have a copy of it upon his desk or in his library. filled by the Book Department of the National Printer-Journalist.

**"Training for the Newspaper Trade"—A Book by Don C. Seitz, Business Manager of the New York World**

For any one who desires to become more familiar with the methods which make for success in the publication of a daily newspaper, a reading of "Training for the Newspaper Trade" by Don C. Seitz is cordially recommended. Professor James Melvin Lee, President American Association of Teachers of Journalism, says:

"A book which tells the how's how, the what's what, and the why's why of the newspaper trade. Mr. Seitz has boiled down the valuable lessons learned in the school of experience from the time when he set type in the back office of a little country weekly in Maine to that of today when he sits as business manager in the front office of the metropolitan daily having the largest morning circulation in New York."

Everyone, everywhere, admits that Mr. Seitz is one of the most able newspaper men extant. The book is amusing, stimulating and instructive and it presents to the man or woman who is in or comtemplates taking up newspaper work, the rewards, the appeals, the demands upon character and education of the fascinating profession. Every phase is presented. Of the newspaper business, Mr. Seitz truthfully declares that—

"The newspaper business offers to the young men an education greater than any college or university can afford; it puts them in close touch with the great airs of the Universe; it makes them broad minded and arouses an intellectual activity not inspired in any profession or trade. The idealist has his chance for men have broken into the newspaper world who had no thought of business or money making, who felt they had a message to expound or a cause to create, and so have founded great journals—That money comes is the result, not the primary purpose of great newspaper making."

The price of the book is $1.35, postage paid. Order thru the Book Department of this magazine.

**Second Annual "Butler" Picnic**

Saturday, August 18, the employes of the J. W. Butler Paper Co. of Chicago shook off the cares of business to romp and play in the open. It was the second annual picnic of the Butler organization. The attendance numbered about1000. The doors of its big store on Monroe Street were closed for the day.

At nine o'clock the big string of coaches pulled out of the Union Station, loaded with the happy, laughing throng of men and women, boys and girls bound on having the time of their lives, and judging from the expression on their faces when enjoying the games and festivities, their hopes were fulfilled.

The morning program consisted of athletic sports. In the afternoon came the baseball games. There are a lot of hot fans in the different departments of the Butler Company, and naturally the baseball ganies were exciting from start to finish. There were three games lasting three innings apiece. The first game was between the stock handlers and packers, and was won by the packers. The second game was between the City and Out-of-Town Sales, and was won by the Out-of-Town Sales. The final

was between the winners of both games and was won in the fourth inning by the score of 9 to 4 by the packers.

An eleven piece band furnished the music for the day.

Following the custom established the preceding year, the company issued an elaborate souvenir program in connection with the picnic. This program, besides listing the various committees in charge of the picnic, contains photographs of the department heads and also an interesting historical sketch of the House of Butler. The Company informs us that they will gladly send a copy of the program to any who make application for one.

The American Type Founders Company has issued a booklet showing a variety of sizes of flags, and they are not stiff and lifeless but are true representations of waiving, breeze-blown emblems that appeal to patriotic sentiment. Flags of the Allies cast in type moulds, may be obtained in two colors at very reasonable prices. In reproducing the flags opportunity is taken of printing the verses of the "Flags of the Allies," "The Marseillaise," "Rule, Britannia," "Cuban National Air," Battle Hymn of the Republic," "Old Glory," "The Flag Goes By" and an article captioned "To Prevent Misuse of the Flag."

The booklet is, therefore, not only comprehensive in its showing of the emblems of the allied nations but also in presenting the songs which are upon the lips of those who are engaged in the great conflict in defense of democracy. The flag representations are cut extra deep with the result that careless presswork will not impair the effect. Machinery is sometimes made "fool-proof" by the addition of safety appliances and, true to its reputation for thoroness, the American Type Founders Company has here introduced the idea in the use of cuts.

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No owner of a small-sized printing office should overlook opportunities for improving his equipment. Some there are who haven't acquired a power paper cutter and are using lever cutters. It is no disgrace to use hand-power in cutting paper and swivel chair authorities to the contrary notwithstanding, the printer whose business does not require the purchase or use of a power cutter is more or less of a chump to invest his money in one. To succeed in the printing business one must be practical and learn to keep his feet on the earth.

The disgrace, and misfortune, is to fail to buy needed equipment that has unquestioned superiority, the installation of which will actually effect a saving of time, money and nervous energy.

For instance, the continued use of an age-worn, inaccurate rattle trap of a lever paper cutter, in an office, no matter how small, is a high crime and misdemeanor against all the laws of efficiency and economy in the management of print shops.

A cutter that causes the operator's back to ache, wrathy mutterings streaked with blue oaths, is a liability and should be listed as such in the inventory.

There is a lever cutter made in the State of Michigan, where the peaches grow, that has been termed a "peachcrina." The Challenge Machinery Company of Grand Haven, can tell the reader all about it.

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A booklet, designed by W. A. Dwiggins of Boston, entitled "More Profits in Booklet and Catalog Composition," is of great instructional value. Its issuance has been made possible by the Mergenthaler Linotype Company, whose publications upon technical subjects are so thoroly correct and valuable that the purchase of text books upon the subjects treated are becoming unnecessary by the printer who would be informed.

The composition was done entirely on the Linotype machine,—borders, initials, cartouche and all. The edition, said to be a very large one, was printed direct from slugs. Any interested reader of the National Printer-Journalist may have a copy for the asking, by directing his request to the Mergenthaler Company, Tribune Building, New York.

The intention is to place in the hands of both the printer and his customer a concrete specimen of above-the-average work easily and economically producible on the Linotype,—not with any idea of encouraging the buyer to spend less for his printing, and thereby depriving the printer of a portion of his possible business—but with the sole purpose of helping him to secure more attractive results for the same expenditure by saving something on his composition, and putting this saving in better paper or engravings, perhaps an extra color, or in improving some other detail.

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Mr. J. A. McCabe of The Holliston Mills, Nodwood, Mass., says:

"Book printers are finding it more and more convenient, in laying out the complete manufacture of a book, to be familiar with the cloth problem as well as the composition and printing. Such knowledge means closer coöperation between customer, binder, and printer, and will result in a more perfect product."

From the set of Holliston colors obtainable one may feel assured of finding a shade in some grade which will fit the job figured upon. In durability and attractiveness every cloth will more than come up to what is claimed for it.

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The advertisement department of the J.W. Butler Paper Co. has produced a handsome new specimen book. This time it is the Brother Jonathan Bond paper whose usefulness and superior quality is given a most thoro and inviting exemplification. Whether the reader has ever bought paper of the J. W. Butler Paper Company or not, he should immediately get on the mailing list of that firm so as to become the recipient of the literature gratuitously distributed by that firm.

One of the best booklets ever issued under the direction of this company's advertising manager, Mr. E. A. Julius, is entitled "A Second Color." Incidentally, it should be said that the merits of "Star English Finish Book" are dwelt upon with excellent effect. Among the many suggestions, well saturated with good sense and business judgment, is this:

"Many advertisers still regard a second color as an extra and unwarranted expense. This is because they look only to the immediate cost and not to the increased returns which the two-color booklet or catalog invariably produces. Two-color illustrations are more pleasing to the eye; they are more sure to attract and hold the reader's attention; they are more faithful and exact reproductions of the articles pictured. And the experience of the most progressive advertisers in the country proves that they sell more goods than straight black and white illustrations."

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J. Henry Stephany, formerly of the American Type Foundry, is the latest acquisition to the staff of the Syracuse Smelting Works, Brooklyn, New York. "J. Henry,' as he is familiarly known, will now call on the printing and publishing trades in the interests of Stanley Process Type Metals. There is no doubt but that many of his friends in the trade will be pleased to hear of his new connection.

NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADE

VOLUME THIRTY-FIVE CHICAGO, ILLINOIS, OCTOBER 1917 NUMBER TEN

# FIRE HAZARDS IN PRINTING OFFICES

**Especially Prepared for Readers of the National Printer-Journalist by Wilbur E. Mallalieu, Gen'l. Mgr. the National Board of Fire Underwriters, New York, N. Y.**

TWO men were walking along the road accompanied by a large St. Bernard dog belonging to one of them. They passed a tiny toy terrier, and the two dogs stopped to fraternize. One of the men remarked upon the strange fact that two animals which were as unlike in size and general appearance as a horse and a sheep might be should thus recognize their common class. But the other corrected him. "You forget," said he, "that the dog depends much less upon his eyes than upon his nose. Therefore anything which smells like a dog is a dog."

I trust that this will not seem an undignified comparison for that potent and important section of humanity standing behind the mechanics of the printed page; but any one who has been brought up with the smell of fresh printer's ink and paper in his nostrils is conscious of a quickening of his pulse whenever he chances upon the familiar fascinating odor.

This odor is notable as being a "constant factor," for anything more diverse in general appearance than the various printing establishments can hardly be imagined. Some are magnificent plants with high ceilings, ample sunshine, good ventilation, clean and spacious floors, and all the other characteristics of good equipment. Others are dismal cubbies in ill-lighted rear rooms, or in basements, where the grimy employees wade about knee deep in waste paper, and the traditional "printer's towel" is an honored institution. But all of them maintain the orthodox smell, and hereby establish their membership in the fraternity.

However, this is not intended as a treatise upon the olefactory sense, since I have been asked to say a few words upon the special hazards that are involved in producing printed matter. These, in some respects, are almost as universal as is the pervasive odor. They are largely physical, but there is a touch of the psychological, as well.

In the first place, printers work constantly with two elements of special and peculiar hazard: paper and benzine.

Every printing shop, from the smallest to the largest, constantly carries on hand supplies of paper and every stock of paper is a potential fire, if it get the chance. When sheets are stacked in solid piles, the danger is, of course, greatly reduced, but if the printer kept his paper in its original piles, he would do no printing. As soon as the presses start, therefore, the paper hazard rises from a minor to a major one. Quantities of loose sheets are spoiled in establishing the "color," and in perfecting the make-ready. With an eye intent upon results, the pressman is apt to crumple the unsatisfactory sheets, and throw them behind him on the floor, where they await the fall of a match, a cigarette stub, or a spark from the bearing. Thus, before the actual run begins, it is common to see a considerable and extremely dangerous litter lying about the newly-started presses.

The printer must also maintain a supply of ink, and ink, with its oily base, is by no means innocent of hazard.

However, it is benzine which shares with paper the principal onus. Printing would be impossible were it not for frequent cleaning of type,

plates and rollers from the sticky accumulations of ink. The fact that benzine does its work quickly, thoroly, and that thru its prompt evaporation, it leaves no trace of grease, makes it a highly esteemed servant of the trade, but with all its virtues, benzine will ignite upon the slightest excuse, and underwriters are forced to look with caution upon the insurance of printing plants. Such a hazard must necessarily be reflected in premium rates. Therefore, there has been an earnest search for some satisfactory substitute for benzine. Tarcolin has been employed with some degree of satisfaction, but its slow evaporation and more oily nature are drawbacks. Kerosene is open to the same criticisms. The use of lye as a cleaning fluid is limited to type or plates upon metal bases, or wherever wood backing is used, the lye is disastrous; it also has a harmful effect upon the rollers.

Occasionally, printers substitute gasoline for benzine, but, as to hazard the comparison of the frying pan and the fire seems weak in this case. Assuredly American inventive ability has not yet reached its limit, and when the problem of the submarine has been solved, it is possible that some genius will successfully tackle the more difficult problems of the benzine can. For the present, however, this hazard must be recognized as practically inevitable, if we are to continue to read, but common sense, a quality which all printers possess as a natural birthright, but often guard most carefully against wear, would suggest that the use of benzine be hedged about by all possible precautions.

An uncovered benzine can is not safe.

Benzine in an open dish is not safe.

The simultaneous use of benzine and tobacco is not safe, unless the user belong to the old school of printers who prefer to take their nicotine by way of their molars.

The accumulation of cleaning rags is not safe, for fires due to spontaneous combustion from this cause are all too frequent in printing plants.

Printing, of course, shares the common hazards of many industries, such as those from defective electrical equipment, either for lighting, or for power; from the use of gas, where this is employed; from gasoline and gas engines, as in many establishments; and from defective heating systems. These items hardly call for comment, since they are such well recognized elements of all fire hazard. Printers should exercise more than ordinary care in all such points, since the combination of an ordinary hazard, and their special hazards may easily be disastrous.

Linotype machines may be passed with a word. They are in use in so many establishments as to be generally understood, and the hazard is comparatively small in spite of the use of a flame for melting the metal. Of course, the linotype should never rest directly upon a wooden floor.

While still upon the hazard side of the question, there are at least two personal elements that must not be overlooked. I would not wish to be dogmatic in saying that smoking is more nearly universal among printers than in any other walk of life, but the burden of proof would be on the one who questions it. It is popularly supposed that the country editor, who writes his own copy, sets his own type, and solicits his own advertisements, purchases a corn cob pipe as his first step in acquiring a newspaper equipment; and from corn cob up to the comparative aristocracy of Briar Root and Perfecto, and the degenerate lapse into cigarettes, the smell of tobacco smoke is a familiar odor of the printing plant.

Finally, it has frequently been asserted that individual carelessness is the greatest element of fire hazard. Carelessness is often due to hurry, and who ever saw a printer when he was not in a hurry? It is the printer's standing complaint that he is always expected to deliver his product day before yesterday, and under the stress of pressure, he is apt to feel that there is no time to be had for the refinements of order and cleanliness.

So much for a general and rather superficial view of those points in which the printer may be considered a fire hazard to his community. If it be true that a trouble diagnosed is half cured, then the remedy of the conditions here presented should not be difficult. I will try to sum them up briefly, and am confident that if the following rules were to be followed, the printers of the country would quickly rise to a high place in the esteem of the underwriters.

1. Obviously, they should make an effort to get into quarters that are as nearly fire-proof as possible. This means attention to such features as incombustible construction, wire glass and steel shuttered windows, and sprinkler service equipment.

2. Since fires may occur upon the inside of even a stone cave, they should not rest content with getting into good quarters. They must pay attention to "housekeeping," particularly as to the frequent gathering up of waste paper from the floor. This gathering of waste paper should take place every noon and every evening and between times, if necessary.

3. Metal, or metal-lined boxes, with covers, should be provided for the waste paper, and such paper should be taken from the building at least once a day. In a large establishment, it is fre-

quently wise to have a paper baler, which makes the paper much easier to handle, and more profitable to market. Baled paper can be sold readily to dealers in most towns.

4. Benzine should be handled with constant care. It should be contained in safety cans of approved design, and the main supply, in excess of a single day's needs, should be stored in isolated tanks, preferably underground.

5. Self-closing metal cans should be placed at convenient points for the reception of cleaning rags, or of cotton waste, if this be used. At least once a day all such rags or waste should be burned under the boilers. It is a matter of marked hazard to let them accumulate.

6. The general attention to cleanliness should include careful washing of the floor, to remove all surplus oil.

7. Unless the floor be of concrete or other fireproof material, metal floor protection should be placed beneath the presses, and the linotype machines.

8. Power, lighting and heating equipment should be of the best type and installation, and should be frequently inspected.

9. Smoking should absolutely be eliminated from printing plants. This cannot be too strongly emphasized. "No Smoking" signs should be everywhere in evidence, and the rule should be enforced.

10. Cards of plainly stated safety rules should likewise be matters of strict enforcement.

11. Hand fire extinguishers and pails of sand should be well distributed for instant use.

12. Satisfactory provision should be made for a night watchman. This night watchman should not be the traditional decrepit, superannuated employe, but an alert, active, resourceful and reliable man, to whose sole care, the safety of the plant in hours of darkness may be confided. It is hardly necessary to say that this man must be a strict non-smoker while on duty.

The first thought of many readers of this article will doubtless be that the above suggestions constitute a counsel of perfection; but printers and publishers who lead their communities in so many other respects, can well afford to take these perfectly simple and practical steps, if thereby they may avoid the chance of figuring in fire news which some other printer will publish in the daily press.

* * *

# THE VALUE OF SERVICE

By CHARLES HENRY MACKINTOSH

**[Mr. Mackintosh here proves in a series of most interesting deductions that printed salesmanship is coming into its own]**

NEVER in the history of our mutual industry, has the subject of Service been of greater interest, and the ability to render Service value, than at this present moment.

Ever since our country took up the gage of battle as a champion of world-democracy, there has been a steady withdrawal of young-man-power from the ranks of industry and commerce; from the twin activities of production and distribution.

All human activity, reduced to the simplest terms, consists in **the direction of power** to the attainment of some desired end; and, in the natural division of labor, it is the part of age and experience to give **direction** to that power which is the natural product of youth and strenth.

* * * * * * * * * * *

In the past, distribution has had to wait upon production, and production upon demand; but now, the creation **of demand** is the especial task of the forces of distribution, to which end are devoted the entire energies of tens of thousands of traveling salesmen, and of hundreds of thousands of local salesmen.

It is the function of those forces to create national needs and to cause ten desires to grow where one grew before.

Where formerly the nation breakfasted upon coarsely ground oatmeal scraped from a wooden box beneath the grocer's counter, now it must have its choice of fifty tempting breakfast foods, packed in dainty cartons and protected by sanitary sealed wrappings.

Where formerly its single suit was home-sewn from cloth woven upon a hand-loom with thread from the old spinning-wheel beside the smoky fireplace, now it must have its sack suit and its Prince Albert and its Tuxedo; while the smoky fire has given place to the hot-air furnace or to the steam radiator.

Truly, the salesman is the missionary of merchandizing; preaching the gospel of new needs and turning desire into demand for things which never were before on land or sea.

He is the power behind production, since his is now the hand to open ever wider the flood-gates of **demand.**

Without him, more than half of the factories and mills of America might draw their fires and fire their men and write ICHABOD — the glory has departed from us — above their gates.

And the salesman, gentlemen, is, almost invariably, the **young** man.

### A Famine in Salesmen

We begin to appreciate the tremendous significance of the withdrawal of nearly a million young men, mostly from the ranks of distribution.

It implies a famine of salesmen; a discontinuance of the creation of national desires; a swift and increas-

ing reduction in national demand; and a certain stagnation in production as an inevitable corollary.

Now, although the logic of this conclusion cannot successfully be controverted, let us not rashly jump to the conclusion that "someone has blundered" or that our national administration has been betrayed into a disastrous economic mistake.

In times of war, the actions of a nation must be governed not by theories nor by the deductions of yesterday but by the **facts** of today.

And the first and salient fact in our present national necessity is the need for **men** to become soldiers.

These men **must** be withdrawn from the commerce of the country, because we have no hereditary fighting class nor have we a great standing army.

Now it is obvious that they cannot be taken from our farms, because never has the whole world needed American food more than it needs it today.

Nor can any considerable number be taken from our factories; since there is now a tremendous national and indeed, international need, for our manufactured articles for military use.

We must have men first; but men without weapons, without clothing, without proper sustenance, could accomplish nothing in the cause of world-democracy.

And so, upon analysis, our administration had no choice in the matter; it was compelled, by force of facts, to take the army of democracy mainly from the ranks of distribution; relying for their replacement upon the energy and inventiveness of those who were left to serve at home.

That this was seen and recognized by the administration is made evident by this quotation from a war-time appeal of the President to the American people:

"It is evident to every thinking man that our industry on the farms, in the shipyards, in the mines, in the factories, must be made more prolific and more efficient than ever, and that they must be more economically managed and better adapted to the particular requirements of our task than they have been; and what I want to say is that the men and the women who devote their energy to these things will be serving the country and conducting the fight for peace and freedom just as truly and just as effectively as the men on the battle-field or in the trenches."

We see that there is something more required of us than the mere recognition of conditions which may result in national disaster unless a remedy be found and applied.

Nor is it not enough that we throw the light of our logic upon the cause; but it is our part also, as it is our supreme duty, to **find** and to **apply** the remedy.

Let us turn again to the older and better established activity of production and let us see whether we cannot gather from its greater experience some method which may be adapted to distribution.

Every time our modern science of distribution creates a new national need almost over night, Production runs short of man-power. How does it supply the deficiency?

By the invention and application of machinery which will enable one man to do the work of many.

Modern machinery has multiplied the man-power of the world manyfold; and there need be no apprehension but that future world-demands upon production always and forever will be met with still further mechanical multiplication of our productive power.

Now is it not possible to multiply our powers of **distribution** also thru mechanical means or thru mental contrivances?

The answer is found in the facts of our commercial life, developing long before this present emergency.

Our hoists and derricks; our gantry cranes; our monorail carriers; our wide web-work of railways; our huge docks with their mighty metal hands and arms; our swift freight steamers, all attest to the fact that the science of mechanics already has immeasurably multiplied the capacity and speed of our capabilities for handling and for transporting produce.

Unquestionably we may look for wider adoption of these existing mechanical means and for increased inventiveness thereof as one result of this present national emergency.

But we have already seen that transportation is no longer the whole—nor, indeed, even the half—of the modern science of distribution.

Storage—**salesmanship**—transportation—these are the three great general subdivisions of the modern system of distribution; and, of the three, we have seen that the second is now incomparably the most important.

**Modern Commerce Depends upon Salesmanship**

The entire chain of modern commerce depends upon salesmanship.

The manufacturer must sell to wholesaler or jobber before he can continue to manufacture; then the wholesaler must sell to the jobber and the jobber to the dealer and the dealer to the ultimate consumer.

Clog one link in the chain and the whole motive force of merchandizing comes to a standstill.

If the ultimate consumer ceases to desire luxuries or even his new necessities, demand for them ceases and the dealer's stock remains upon the shelves.

With full shelves, the dealer is deaf to the jobber's salesmen and so the wholesale stocks also remain unmoved, and the manufacturer is unable to move his fresh goods from his plant into the hands of the middleman.

He is confronted with a choice between shutting down his plant immediately or flooding all his own storage space with surplus stock, only to shut down eventually anyhow.

"Eventually—why not now?" is the inevitable question to be answered in the inevitable affirmative!

And so salesmanship is no less essential, at least than production or transportation: the suspension of any one of which must inevitably suspend the entire system.

Now the term "salesmanship"—like "charity"—covers a multitude of things.

We recognize, without analysis, that it includes the functions of the traveling salesman and of the retailer's salesman or "clerk."

It is because we know that so much man-power will be diverted from these two branches of salesmanship that we have become apprehensive as to the probable effect upon industry as a whole.

But, of late years, there has been developed a means of mechanically multiplying **salesmen** just as manual laborers have been mechanically multiplied by machinery.

This mechanical-multiplication of salesmen is better known as ADVERTISING.

Just as the function of the salesman is to introduce and to explain, to arouse desire and to direct demand upon supply; so is it the function of advertising to do precisely these same things.

But, while the salesman is presenting his message to one prospect, the same message, mechanically-multi-

plied upon the printing press, may be presented to tens of thousands of prospects!

The answer to a famine of salesmen is a flood of advertising, prepared with greater skill and distributed with keener discrimination than ever before.

A recent issue of Printer's Ink contains the first flying straws which presage the inevitable hurricane:

**Millions to be Expended in Direct Advertising**

Armour & Company, in addition to their regular advertising, are planning to invest $100,000.00 this fall in a direct campaign to the dealer.

The H. W. Gossard Company, manufacturer of corsets, is planning to aid its sales representatives with vigorous direct-order solicitation.

Selz, Schwab & Company keep a list of some 30,000 shoe dealers enthusiastically loyal to their line, in addition to covering an expansive dealer market with a limited number of salesman and receiving from 1,200 to 2,000 daily mail-orders thru the extensive and intensive use of direct-mail advertising.

The Cream-of-Wheat Company and Three-In-One Oil Company both have demonstrated that the mailman can replace the salesman to the dealer entirely, when consumer-demand has been created and fostered thru proper use of periodical advertising.

**Advertising is the answer** to the threatened failure in our national system of distribution; more and better advertising to the consumer to offset the loss of retail sales aggressiveness; more and better advertising to the dealer to replace the traveling salesmen who have been called to the colors, and to enable those who remain on the job to do double and triple duty.

Now the great present need of industry is for men who understand and can apply the principles of advertising to distribution.

And, since a very great part of this new advertising is to be of the direct-by-mail variety, there is no chance for the bluffer.

A general campaign may be planned and executed without producing more than a sales ripple and still the "expert" responsible for it can demonstrate that the "goodwill" resulting from "wide publicity" is worth far more than the cost of the campaign!

But the direct-mail advertiser must make good upon every piece of advertising he prepares—or else support the proof of failure.

He can no more offer the creation of hypothetical goodwill as a substitute for **orders** than can his brother salesman-in-the-flesh.

And so the search for direct-mail admen will not be complicated by ignorance as to what constitutes good advertising.

The greatest advertising ignoramus can pick the efficient direct-by-mail advertiser as well as could the expert, since both need judge only by **results;** and at small expense since it is the especial function of direct-mail advertising to prove itself on a small scale before plunging upon a large.

This very ease and certainty of detecting the efficient direct-mail adman will insure a demand greatly in excess of the present visible supply; and will inevitably drive the advertiser to look outside of his own office for effective assistance.

Now when we want expert advice upon beer, bottles, barrels, bombazine, benzine or bread, we are apt to go to the **manufacturer** for our facts.

And when the manufacturers of these and other articles want expert advice upon direct-mail advertising, they are equally apt to come to the manufacturers of that same.

Which, gentlemen, means US.

Time was when we sold printed paper at so much per page or per pound.

Now we must be prepared to sell printed salesmanship; **practically at so much per sale,** since we may not sell two failures in the same market.

Three years ago it was my privilege to demonstrate to the satisfaction of several hundred members of the Northwest Printers' Cost Congress that the profitable printing of tomorrow would be divided between the advertising agent who was also a printer, and the printer who was also an advertising agent.

Now, hastened by the emergency of War, it becomes obvious that the profitable printing of **today** will go to the printer who can **make** it profitable and that soon there will be practically no other sort of printing.

For yet a little while there will be an era of experiments; but swiftly and surely, the national need for rapid, resultful, mechanical multiplications of the means of creating demand will cause practically the entire national demand for profitable printing to gravitate into the hands of those service printers whose slogan of "service" it is the Christian name of a **fact.**

Now, those of us who are not equipped to render this sort of service which builds business by making each order sell the next; are confronted with two alternatives:

We may install service departments of our own; or we may combine, thru our city, state or national organizations, to create central direct-mail advertising agencies to serve our clients thru ourselves.

In either event there can be no bluff about it: we must get men who know their business and who can prove their knowledge in results to our customers.

An advertiser may be lenient about ineffectiveness advertising which is merely an insignificant adjunct to a highly organized sales force; but when it becomes his principle sales agent it must either make good or it will carry him down with its failure.

And so, during the emergency of war-times at least, our service must pay for the printing or there will be no need for further printing.

And let us not forget that this War will last from two to five years at the least calculation.

Long before the end, even the most conservative of us will be getting out **for** business or getting out of business.

And not for long shall we be able to get out for business with any hope of success unless we are able to use expert direct-mail advertising service as the basis of our salesmanship; and to sell not printing but the increase business which our kind of printing will produce.

This, then, is my conception of the subject assigned to me—the value of service to our mutual industry.

To sum it all up in a single phrase: I would say that its value to our industry during the next five years will, most probably, exactly equal **the price of existence.**

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[Mr. Mackintosh is President, Direct-Mail Advertising Association; and Mail-Service Department, Associated Advertising Clubs of the World; President Duluth Advertising Club, Vice-president and Director of Service, Stewart-Macintosh, Inc., Duluth, Minn.]

[*From an address to the Thirty first Annual Convention of the United Typothetae and Franklyn Clubs of America; delivered on Sept. 18, 1917.*]

# BUSINESS *IS* GOOD

Newspapers, North and South, report unprecedented amounts of Fall advertising. General business conditions for the month of August were unusually good.

Bradstreet's points out it is worth noting that August, this year, had fewer failures than in any month for four years past, and also that the August total this year was the smallest reported in that month since 1911.

Liabilities in August showed a decrease from those in July, and were the lightest recorded in August since 1911.

Very much the same showing is recorded for the eight months' period, the failures being the fewest reported since 1911, and the liabilities being the smallest since 1909.

There were only 999 failures in the month of August, as reported to Bradstreet's Journal, a decrease of 4.7 per cent from July, and of 23 per cent from August of a year ago.

Continued activity is noted, by the New York Journal of Commerce and Commercial Bulletin, in the formation of new enterprises.

Incorporations in the Eastern states last month with a capital of $1,000,000 or over involved $382,100,000.

This is considerably above the average monthly total, although the figures show a falling off as compared with July of $34,250,000. But in that month incorporations were exceptionally heavy, having made the best showing in years.

In August, 1916, the output of new companies aggregated $113,472,000.

The grand total of all companies chartered with $100,000 or over, covering all states, amounted to $462,061,900, comparing with $174,933,000 in August a year ago and $148,186,000 two years ago.

"The Nation's Business," the wonderfully interesting magazine issued by the Chamber of Commerce of the United States, in its issue for September, says:—

"The abounding harvests, both present and prospective, have proved a great stimulus to business. But there is a sequel to our admiration. The volume of business is running full and strong, but it is a troubled stream in places. Strikes and riots by the Industrial Workers of the World have seriously interfered with copper mining in many sections, and with the lumber industry in the Northwest. While it is a matter of economic history that strikes, unless unduly prolonged, exercise only passing effects on business activity, yet in this instance there is serious import in so widespread and apparently determined an attack upon industry. For Syndicalism as a creed cannot grow in this country without causing constant trouble and unrest. The busy, and somewhat unusual calm in that troublous industry, coal mining, has been broken in some localities by strikes and threats of strikes. Moreover it is squarely up against the matter of having its selling price fixed by the Government, even down to the figures which the consumer shall pay. The all-important question, to which the whole world of business awaits answer, is the extent to which this price-fixing will go, and the range of commodities it will cover.

"This abnormal situation, like many another that confronts us, is the direct result of war. Setting aside that philosophy of savagery, which holds that war is a necessary concomitant of human existence and human progress, it is perfectly obvious that war like everything else has the defects of its qualities. It it develops and stimulates patriotism, self-sacrifice, devotion and service to the country, and creates a spirit of vigorous nationalism, at the same time it carries in its train much that is unsettling, much that is abnormal, and much that is demoralizing. Whenever a law of nature is interfered with, from whatever cause and from whatever motive, there is no escaping the reaction thus created. If the law of supply and demand fails to work because of human greed in some quarters, or because the abnormality of war has thrown economic machinery out of gear, then the exigencies of the times may demand unusual action for the general welfare of the nation. But it is none the less true, until we get back to the natural operations of this law, that business will have to adjust itself to new and untried methods. That it will do so promptly and without serious disturbance seems likely from our experience of three years past, provided there be no appreciable falling off in business activity.

"What we are now confronted with is the possibility of a new experience in our economic history, especially in contradistinction to that which marked prosperous times in the past. Formerly when prices declined, demand also halted and fell off, and it was a downhill grade for the commercial world for many weary years. It may not be so with us now, and indications point strongly to the reverse so long as the war lasts. There may be a somewhat, though not materially, lower level of prices in many commodities, but still accompanied by that business activity which is being unnaturally stimulated by war's demands. Moreover, in such a situation it is most fortunate that our business structure is built upon the rocks of great harvest yields, which spell prosperity in the all-important agricultural sections, and a currency system at once sound and elastic. The great industry of transportation, second only to agriculture in its importance, is doing passing well for the time being. Moreover, it is intelligently and efficiently operated with a common purpose of service to the country, such as before it never knew, and of which the country unfortunately has but scant knowledge and appreciation. . . . .

"Most of all and best of all, and most promising of all is the sober, constructive spirit of accomplishment among the people throughout the small cities and towns and in the vast countryside. Everywhere local pride is stirring and taking definite form in the way of local improvement, of local progress, not only materially but likewise in the ways of increasing intelligence and better methods of education. These widespread, though humble happenings of accomplishment and advance, are creating a universal national foundation of wealth and well-being which are once more the story of "Little Drops of Water and Little Grains of Sand."

## "STAND FOR SOUND, RATIONAL AND TESTED BUSINESS METHODS"

"Stand for sound, rational and tested business methods and policies in the management of the Times newspaper, as well as in the conduct of commercial and public business, in order that this journal and all honest people may 'live long and prosper,' grow in grace and be happy. Hold up the hands and cheer the hearts of the lowly and deserving, no matter how humble they may be; quail not before the aggressions of unjust power, and live and die game and true. Fear God and do right."—Harrison Gray Otis to his heirs.

# THE MODERN HOME OF AMERICA'S LARGEST SWEDISH NEWSPAPER

AT 500 S. Seventh Street, in Minneapolis, is located the modern building of the Svenska Amerikanska Posten, of which Mr. Swan J. Turnblad is sole owner and publisher. The building is one of the handsomest newspaper buildings in the United States and contains garage space for Mr. Turnblad's automobiles. The views of the office and building published herewith will convey an idea as to the modernity of the building, but an inspection will reveal many delights to the eye that pictures can never illustrate.

For over thiry years the Svenska Amerikanska Posten has acquainted the newcomers from Sweden with American History, it has taught them the manners and customs of the country, it has enabled them to imbibe the great principles upon which our democracy is based. This enterprising newspaper has enlightened the Scandinavians upon the subject of laws and rights, it has educated them to become law-abiding and patriotic citizens, it has incessantly admonished them to prove themselves grateful for the blessings of American liberty, guaranteed by the Constitution and bestowed upon them by the land of their choice.

The Posten Building and Mr. Swan J. Turnblad, the Owner and Publisher

The Svenska Amerikanska Posten, Minneapolis, Minn., was first issued in March, 1885, a four-page paper at $1.00 per year. The same subscription price has been continued up to date, but the paper is now never less than sixteen pages and mostly from twenty to thirty-two pages. Every issue runs in two colors.

This newspaper has a circulation of over 55,000 copies. It was the first Swedish paper to set type by machines. The office is now equipped with three Intertypes. It is the only Swedish paper having its own building and perfecting presses. Other important features of the equipment are a double Duplex Perfecting Press with two folders and sixteen-page color attachment capable of running 24,000 thirty-two page copies per hour, complete stereotype outfit.

The Posten again and again urges upon its readers the absolute necessity of learning the language of this country, fully realizing that its knowledge is one of the preliminary conditions for the Swedish immigrant's success. It makes suggestions as to procuring such knowledge.

Tho published, as it is in the Swedish language, it pursues no selfish ends, but is moreover aware of the fact that a time will come when with the cessation of immigration, it may outlive its usefulness, because there possibly will be no newcomers from Sweden in need of its guidance and instruction. When such a time comes it is ready to exchange its language from Swedish to English.

How well the Svenska Amerikanska Posten fulfills

its task and how thoroughly it educates the Swedish-born to American citizens, is best evidenced by the second generation, that is perfectly Americanized, even in reference to language. The American-born child of Swedish immigrants has been instructed at home to think as an American, to speak as an American and to hold nothing in higher reverence than the love for this country and the loyalty to the glorious Stars and Stripes.

Lobby and Business Office of the Posten

Mr. Turnblad is one of the leading citizens of the Northwest and his success is the pride of all who know him.

* * *

# An Interesting Career Closed.

## James L. Lee Succumbs to Pneumonia

Mr. James L. Lee of Los Angeles, California, President of the Challenge Machinery Co., Grand Haven, Mich., died at the home of his son, J. Edgar Lee, in this city, Sunday morning at 5:20 of lobar pneumonia, after a brief illness of but five days.

Mr. Lee was visiting in Grand Haven at the time of his death, arriving here from his home in Los Angeles about three weeks ago. Up until Tuesday, when he was stricken with the dread disease, Mr. Lee enjoyed the best of health. His sudden and unexpected end comes as a shock to all who knew him.

Mr. James L. Lee was born at Halifax, Yorkshire, England, July 19, 1839, and at the age of twelve years was apprenticed to the printing trade and for two years worked at it in his native town of Halifax.

In 1833 his parents decided to come to America, and naturally young James, then fourteen years of age, came with them. The family traveled as far west as La Salle, Ill., by rail, that being the end of the railway at that time. From La Salle they took the stage and finally settled at LeClaire, Iowa, but as he was in love with his art and there being no opportunity there to finish his trade, he went to Davenport, Iowa, and in 1857 graduated as a full-fledged journeyman printer, and in those days this meant an all-around training in the craft that the present-day specialist can hardly appreciate.

He went to Pikes Peak in 1860, the year of "Pikes Peak or bust," and after trying his luck in the mines, concluded to try a more civilized way of gaining a livelihood, and returned to Denver and secured a job on the Denver Mountaineer.

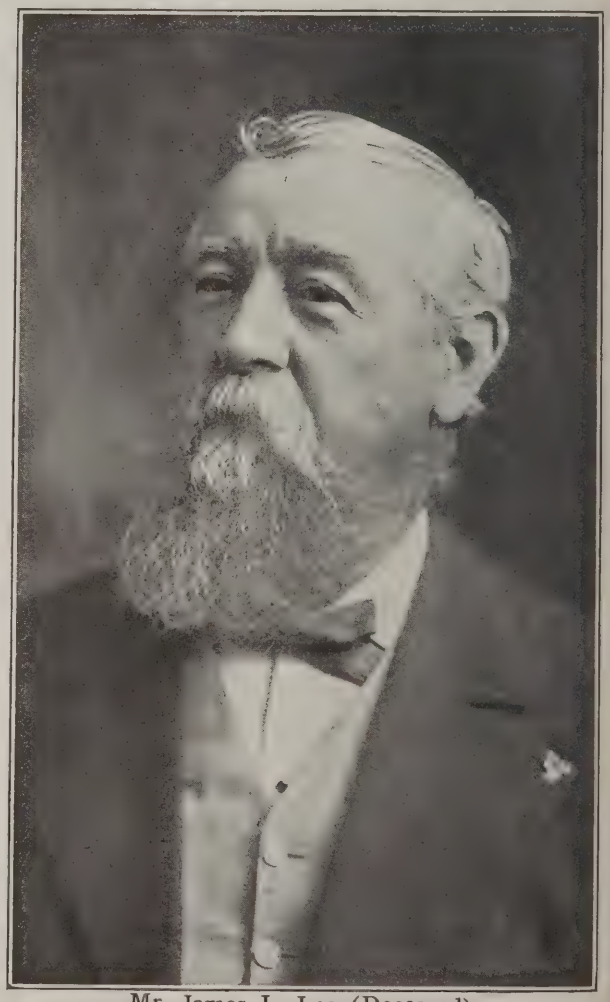
Early in 1861 the proprietors, James T. Coleman and John C. Moore, desiring to go South to raise troops, sold the Mountaineer to Byers & Daily, publishers of the Rocky Mountain News.

In that early day Denver was entirely unprotected, owing to the Government calling all troops from the frontier. Many of the residents of Denver worked with arms close at hand. The printers in the News office were supplied with double-barreled shotguns loaded with buckshot, and although not called into use, there were times when the Indians were extremely restless and it was thought they might swoop down on the settlement, in which event the home guard would have to turn out. He was foreman of the News job office until September, 1862, when he returned to the States.

Mr. Lee's experience on the plains during these years, if given, would read like chapters from Mark Twain's "Roughing It."

He came to Chicago in 1863; worked for Dunlop, Sewell & Spalding on The Little Corporal, a patriotic little magazine for children. He next had a position with S. P. Rounds at 46 State St., in 1864, and had charge of the Sanitary Fair, a paper published during the great Sanitary Fair held during that year to aid the Union Hospitals, and of which Mary L. Livermore was the moving spirit. William Cullen Bryant was editor, and Mr. Lee used to recount with a great deal of pleasure the delightful chats he had with that grand old man, whom he pronounced the first of American poets.

Early in 1865 he had a call to Jerry S. Thompson & Co., then the leading railroad and color printers of the city. Mr. Lee was right in his element now and was soon given the foremanship, retaining that position until November, 1870, when he resigned to go into business



Mr. James L. Lee (Deceased)

with Paul Shniedewend for the purpose of handling type, presses, and printing ink materials, and running an electrotype foundry.

In a reminiscent mood, Mr. Lee would tell of his first job in Chicago setting type for a firm he called B. & B. for short. Striking the job the middle of the week, his "string" went to the desk to be measured on Saturday. The boss made it several hundred less than it really measured, when he asked to have it measured again, which was done, a string being used for this purpose. At each length Mr. B. "smouged" to such an extent that Lee told him "if he could not have a correct measure they might keep the whole lot," which they did.

In the great fire of October 9th, 1871, their business was destroyed. Nothing daunted, they started in temporary quarters on the West Side, and when Jamieson & Morse erected a brick building at 240 Madison St. (the first brick building in the burned district), Schniedewend & Lee rented the second floor and soon had their electrotype foundry in full swing, often running 18 hours a day.

Continuing in the electrotype business and manufacturing of electrotype, stereotype and printing machinery until 1893. In that year he organized the Challenge Machinery Co., making a specialty of the manufacture of printing presses, paper cutters and other labor-saving machinery and materials for printers. The Challenge Machinery Co. was located at Lee St. and Archer Ave., Chicago, until June, 1903, at which time it was moved to its large new factory at Grand Haven, Mich.

Mr. Lee was known to most of the older members of the craft thruout the Northwest, having traveled in the interest of the Campbell presses from 1875 to 1890. He was an honorary member of several press associations of the northwest and used to take an active interest in the business and social events at their annual meetings. Mr. Lee was a member of the Illinois Press Association, Old Time Printers' Association and Masonic Lodge No. 272 Pasadena, and Pacific Chapter No. 108 O. E. S. of Los Angeles—also B. P. O. Elks No. 672 Pasadena. Mr. Lee first joined the Masonic order June 17th, 1875, the Thos. J. Turner Lodge, No. 409, at Chicago. For years he had been a member of the Old Time Printers' Association of Chicago, and delighted swapping stories of the early 60's with the old timers.

In Denver, Colo., June 1st, 1861, Mr. Lee was married to Miss Sarah Gadsden of Dyersville, Iowa. Five children blessed the union, four of whom survive—one son and three daughters, J. Edgar Lee, Grand Haven, Mich.; Mrs. James Gadsden, Victoria, B. C.; Mrs. Chas. R. Shupe, Grand Haven, Mich., and Mrs. W. C. Stevens, Inglewood, Calif. Mrs. Lee died May 11th, 1907. On October 1st, 1909, Mr. Lee married Mrs. Anna E. Watson at Los Angeles, Calif., who survives him.

Brief services were held at the home of J. Edgar Lee, Grand Haven, at 4 P. M., Sunday, Sept. 16th, Rev. Veneklassen of the Presbyterian Church, officiating.

The remains were accompanied to Pasadena, Calif., by Mr. J. Edgar Lee and Mrs. Chas. R. Shupe. Funeral services were held in Pasadena Friday, Sept. 21st, under the auspices of the Pasadena Lodge No. 272 A. F. & A. M. Interment was made in the family lot in Mountain View Cemetery, Pasadena.

## THE WISE PRINTER

The wise printer today reads. He learns all he can, not only about type, presses and paper, but what the three combined must accomplish to make printing profitable.—(The Ambasador.)

## OMAR D. GRAY OF MISSOURI CITED AS EXAMPLE OF EDITOR'S POWER

The American Magazine of New York, September, 1917, issue, cites Mr. Omar D. Gray of the Sturgeon, Mo., Leader as an illustrious example of the small town newspaper editor's powers.

Mr. Gray's business acumen receives attention in the following words:

"The 'Leader' is conducted on modern business principles. About the shop are none of the signs that convict the average country editor of loose management. The editor's office is a joy to behold. . . . .

"A dusted and polished roll-top desk suggests efficiency. The floor is of tile. In the winter time a coal fire burns in an open grate on the mantel of which are arranged the owner's favorite books. A door opens into the front business office, ruled by a competent-looking young woman. In the hall outside is a table where the visitor, whether or not he comes on the much-to-be-desired "substantial" mission to the editor, may find the latest magazines in neatly arranged stacks. Housed in concrete and steel is a fireproof closet where the editor keeps his files and other valuable papers. . . . .

About a year ago the old home of the 'Leader' burned. Soon the new one began to go up—a two-

Mr. Omar D. Gray, editor Sturgeon, Mo., Leader

story brick building it is, with the 'Leader' on the first floor and space for the telephone exchange on the second. It cost ten thousand dollars. The editor's friends asked him why he was putting up a ten-thousand-dollar plant in a little old town of seven hundred.

"The reply was characteristic: 'These people have been good to me. It would not be fair to them to put up a cheap building.'

"How does he make the paper pay? In two ways, he will tell you: First he puts out a paper that the people like. Second, he sets an advertising rate on which he can make a profit, and sticks to that rate. That's the main factor on the business side—sticking to the rate. Gray gets his price not only from the merchants of Sturgeon, but from those of several other towns, within a radius of twenty-four miles, where Sturgeon people go shopping. Also, whereas the average Missouri country weekly gets $1 a year from a subscriber on time, Gray gets $1.50, and he gets it in advance."

# CO-OPERATIVE COMPETITION

## In Which Jos. A. Borden, General Secretary of the United Typothetae Shows How to Contract "Get-togetheritis" and the Benefits Attendant upon Inoculation With the Virus

A NEW era is dawning on the business world—old things are passing away and all things are becoming new.

Nowhere is this more strikingly apparent than in the printing industry.

The successful printer of the future, therefore, the only one who can hope to survive, is that one who forgets the past and improves his methods today, that success may come tomorrow.

The act creating the Federal Trade Commission now makes it possible for men to associate themselves together for mutual protection against the many enemies to a living profit.

The Commission has, in fact, been pleading earnestly with business men to get together, compare their costs, improve their selling methods, and secure a profit in keeping with their investment and service rendered, deeming that any other course is an economic wrong and destructive to the common welfare.

Price maintenance is the basis and foundation of all association effort, and every step is intended to contribute to its consummation.

It is useless to deny that trade associations exist almost solely because of their favorable influence upon the market prices, and there need be no fear of the law if their efforts are properly directed to this end.

To attempt these results, however, by agreements to fix prices and restrain trade are no longer permitted.

### Price-Fixing Combinations

Aside from the legal difficulties which face the old Printers' Boards of Trade, having for their sole object the fixing of prices, such combinations have usually been short-lived and have fallen of their own weight.

Several Printers' Boards of Trade are understood still to be in existence, but their success and permanency have been entirely due to the fact that all prices quoted are arrived at from a definite knowledge of standard costs and are figured by expert estimators who have had a thoro training in such costs.

Boards of Trade conducted on these lines seem to meet no opposition from public officials, or customers themselves, after having investigated their methods of operation.

The time may soon come when state legislatures and the National Congress will enact laws recognizing this kind of price maintenance, particularly if right effort is put forth to secure their enactment, and this will not be out of keeping with the present tendency to regulate railroad rates and the prices of other commodities, leaving a margin of profit to the producer and fair treatment of the buying public

The old style combinations, however, where the prices were arrived at by ignorant guesswork, and penalized agreements of protection required, regardless of the justice and fairness involved, gave rise to more distrust of competitors and more bitter feeling than the most vicious kind of cut-throat competition. They have engendered enmities that will require years to overcome.

After such associations disintegrate there comes a condition which is generally termed keen competition, but which is in effect industrial warfare, annihilation.

In this warfare it is not unusual to hear a printer say: "If I can't get that order I will make my price so low that my competitor is bound to lose money on it."

Such a man will never know this side of the grave that there is a fixed and unchanging law that one business man can succeed only as his competitor prospers.

**Anyone who is so foolhardy as to attempt to build his business on the losses and destruction of his competitor is a more serious menace to his community and to mankind than the pickpocket or the burglar.**

The old-style Price-Fixing Associations have always led to suspicion and accusations of violation of agreements. They have afforded opportunities for the printers of slippery habits and dishonest motives to profit at the expense of the upright members who act in good faith.

Such price agreements are never kept for long, and in time prove worthless. They are no stronger than each one's belief in the good faith and integrity of the parties to the agreement.

Each one feels morally sure that some or all of his competitors are violating the agreement, and consequently he loses no time in violating it himself.

So down comes the house of cards, the gentleman's agreement, the price understanding or whatever it may be called, and the Golden Rule is torn into shreds—"You have done it unto me, now I'm going to do it unto you."

### Open-Price Association

So long as it is a well-settled fact that men may not legally get together to determine in advance what they are going to do about prices, and that such arrangements have proven unsuccessful owing to suspicion and dishonest practices, there seems but one remedy left to raise the printing industry to a position of prosperity and stability.

This remedy is known as Co-operative Competition, or the Open-Price Policy.

Under it, competitors may not agree what they are going to do about prices, but they may tell one another what they have done.

It is not illegal for men to meet in good faith and make a comparison of their costs and selling prices for the purpose of preventing disastrous competition and of securing legitimate returns for their product.

The subject of the open-price policy is most thoroly and convincingly set forth in the book by Arthur Jerome Eddy, "The New Competition." Another excellent book, "Price Maintenance," by Thomas A. Fernley, is most opportune in this connection. Every printer should make a careful study of those books, particularly if he joins an association intended to operate under this policy.

Under existing provisions of law, the only safe course for the printer to pursue is to have nothing to do with any conference or association where the objects and purposes are not clearly set forth in writing and the records or minutes fully preserved for inspection.

The object of such an association being to improve trade conditions, that fact should be set forth frankly and without subterfuge. The means to be employed should be plainly stated and the purposes so minutely described that a judge could arrive at no other conclusion than that they are fair, honest and legal, and that

they are intended to accomplish their purpose without any necessity for resorting to unexpressed understandings, hidden moral obligations or "gentleman's agreements."

The open price policy fully and amply supplies the means. It is proven to be sound, sensible and legal. There is no action involved, no agreement contemplated, of any kind or character, that is not well within the legal and constitutional rights of any body of business men.

The right of publishing price lists, the free and open exchange of competitive bids, the dealing frankly and unreservedly with customers and competitors alike, and rights which cannot be restrained or limited by legislative bodies or the courts.

Congress or state legislatures may enact laws that in the exercise of these unquestioned rights they shall not be abused to the detriment of the public, and that business coöperation shall not result in arbitrary and oppressive combination, but the right of coöperation itself, cannot be prohibited.

The right of the members of a printers' association to say what they will do regarding prices may not yet be fully established by the courts and anti-trust laws, but there has not, so far, been enacted anywhere a law which will prevent them from telling what they have done.

The Open-Price plan is nothing more or less than an agreement that the members will make a frank statement of actual transactions, and actual transactions interest competitors to a far greater degree than assurances regarding the future, for the reason that assurances are not generally complied with.

The regulations of Open-Price Associations invariably have a clause in substance that: "No member of the association shall enter into any agreement of any nature whatsoever, the object of which is to restrain trade, limit production or competition, regulate prices, distribute business, or do any other act which is contrary to the objects of the association as herein set forth."

Another clause reads: "The records of the association, its files, its correspondence and its meetings, shall be open at all times to any public official who, in the performance of his duties, is legally authorized to investigate the workings of the association, the fundamental objects of the association being perfect frankness and openness in all dealings among members and in all dealings with customers and the public."

### Formation of Open-Price Association

In the formation of an Open-Price Association printers get together and agree:

First, That it is not intended to tell what they are going to do about prices along the old Board of Trade lines, to allot business, control competition, create a monopoly, and that there is no intention of doing any of these either directly or indirectly.

Second, That they do intend to tell frankly and freely what they have done.

The essentials for making such an association successful are:

1. A set of by-laws and regulations.
2. A central office.
3. A secretary in charge.

The secretary to be selected should be a person who has no direct connection in a business way with any member of the association, in order that suspicion may not attach to him, since he is to receive information which can be exchanged only in certain ways.

Where a printers' association already exists, the plan can be operated as an open-price section.

Having adopted by-laws and regulations, selected a central office and a secretary, the open-price plan is put into operation by filing with the secretary all information on competitive work:

1. All bids.
2. All acknowledgements of contracts.
3. All invoices.
4. All records of cost.
5. Monthly sales.

When the first bid is filed with the Secretary the fact is divulged to no one until the second bid is received, when the two bids are interchanged. On receipt of a third bid the three are interchanged, and so on with subsequent bids. Only those filing bids are entitled to any information concerning them.

The doing of these few things is simple enough and the plan becomes almost automatic, but at first it meets

**Mr. J. A. Borden**
General Secretary United Typothetae of America

with opposition, particularly from those who have believed no solution possible except the old traditional method of price-fixing.

One printer explodes and declares: "File all the bids we make? Not on your life!"

Another: "Hand in copies of contracts with our customers, invoices and cost records? Not in a thousand years!"

There are two very positive answers to all objections. First, these things must be done if the plan is to be tried. Second, conditions cannot be any worse under the open-price than under present secret methods, and they may be better, hence it is worth while to try the plan.

It may seem revolutionary to ask printers to file all this information for the inspection of their competitors, but it has not proven so, and has worked out to mutual advantage wherever tried, and is in successful operation with more than thirty associations.

### Fundamental Basis of the Plan

Now comes the fundamental principle underlying the whole plan no one of the bidders is required for a moment to adhere to his bid as reported. On learning the quotations each bidder is privileged to change his bid at will, but as a matter of fairness he is required to im-

mediately report such changes to the secretary, who promptly advises the other midders of the facts.

After bids have been interchanged all the bidders should get together and in a frank and cordial manner discuss all phases of the quotations. It may be found that different specifications were submitted by the customer, causing a variation in the price, or that the specifications were differently understood. This will lead to the use of a uniform specification blank as recommended by the Typothetae.

Possibly varying estimates of press time or other operations may account for the difference in price. This will lead to the use of the Standard Price List, which gives from actual records the average time required for most of the operations in a printing plant.

It may happen that ink was omitted from the estimate, or that there was a wide difference of opinion in the amount of expensive ink required for the order. Uniformity in this respect can be had by referring to the ink schedules in the Standard Price List.

In making comparisons, it may be disclosed that while the time estimates are fairly uniform, there is a great variance in the hour cost in the composing room, the pressroom or the bindery. It will most likely be found that no two of the bidders use the same method of ascertaining cost and they may agree that they should all use the Standard Cost System of the Typothetae, which has the indorsement of the Federal Trade Commission, this system showing, contrary to the opinion of those printers not using it, that there is not a great difference in the hour costs in plants the country over. Where there is much difference, it is found the costs are invariably higher in the small plant.

Whatever the apparent cause for the difference in the bids may be, all competitors will gain information that will prove a valuable guide to them in the future.

They will most likely soon come to the conclusion that it is safest and best to adopt standard, uniform methods in their estimating, as this will bring more uniform prices.

The very fact that competitors get together to discuss the bids will soon establish a spirit of confidence which is vitally necessary to progress along any given line.

From the fact that no bids are to be filed and interchanged until after they have been submitted to the customer, there will undoubtedly be cases of flagrant cutting, but such cuts will be open and above-board, as they must also be filed the same as the original bids.

In such cases competitors will have to grin and bear it until that price-cutter sees the utter foolishness of such a course. The practice is wrong and contrary to the true spirit of the open-price policy, and it may take a little time to abolish it.

Where such cuts are indulged in excuses will be made, but they are only a subterfuge and will soon cease to be the practice, for the reason that the one guilty of them places himself on a par with the junk dealer and his customers will so regard him.

The agreement to tell one another what has been done simply provides for a systematic interchange of information which is bound to come out anyway.

The obligation is so fair and works out so many good results that the trickiest competitor in the end finds it to his advantage to live up to it.

One advantage of the reporting plan is that the bidders may know whether the customer has dealt fairly with them. It makes it impossible for him to indulge in the hackneyed practice of saying to the lowest bidder that he has a better price, but that he can have the job if he will lower his price still further. The printer has the facts in his possession and can protect himself accordingly.

Another advantage is that the lowest bidder may have made a serious mistake in his estimate, and knowing all the facts he is able to raise his price.

Printing salesmen have disrupted many a printers' organization by making accusations against competitors based on false reports given out by customers, but under this plan the true facts are always in possession of the bidders.

Orders are often placed with others than the lowest bidders, but the printer claiming he got the order at a higher price is looked upon as a direct descendant of Ananias. The truth or falsity of such claims will be made apparent under this plan.

### Filing of Acknowledgments or Contracts

From the fact that printers have been prone to suspect their competitors of stooping to crooked methods and covering up their misdeeds, and from the further fact that an Open-Price Association is intended to establish confidence and square dealing, it is essential that copies of acknowledgments of competitive orders or contracts, setting forth details, should be filed for the inspection of unsuccessful bidders.

The honest man can have no objection to this. A refusal on the part of anyone lays him open to the suspicion that he has lurking about him a hidden intention not to play the game squarely himself.

Both the dishonest man and the honest one can soon convince themselves whether all are laying their cards face up on the table.

### Filing Copies of Invoices

Even tho a successful bidder appears to have acted honestly as shown by his bid and acknowledgement, the printer of the Doubting Thomas type will still want to put his hand into the wounded side and his finger onto the nails before he will be convinced his competitor has not got a trick up his sleeve in the way of a discount, a rebate or some other method of beating the price.

By filing copies of invoices rendered the honest printer has nothing to worry about, while the dishonest one has had his mountain of fear dissolved into a mole hill.

### Record of Costs

It frequently happens that the printer who has taken a contract at a low price insists his estimate of time and cost is correct beyond dispute.

Where the bids are at great variance it is certain that some of them at least are far from being correct.

The only way to determine the truth of the matter is that the cost sheet on the job shall be filed with the secretary.

The details of the different estimates can then be compared with the cost record, and here again a fund of information is absorbed that will in future tend to more even and profitable bidding.

### Report Monthly Sales

An important feature of a successful Open-Price Association is that each member shall file with the Secretary monthly the amount of his sales.

Some printers will rise in wrathful indignation and declare they would no sooner tell their competitors the amount of their monthly business than they would jump off the Brooklyn bridge. Still no good reason has yet been offered for this reluctance.

The effect of reporting sales is that the printers are able to keep their fingers on the pulse of the industry as a whole in their community.

Many corporations in the Allied Printing Trades publish full reports, not only of their sales, but of their profits and financial condition.

No harm can come to printers from filing a report of their sales, but much good can be realized.

The reason that a printer goes out after "fillers" is that business in his plant is below normal. He does not expect to get even on the cost, or at least has no hope of making a profit. He has to have the job, because he must see the wheels go round.

The fact that the job is taken from a competitor who is making a profit on it does not concern them.

The printer who lost the job finds business quiet and he goes out after business in the same way, and finally all are forced to do the same thing.

The reports to the secretary, when compiled into totals and scrutinized from month to month, will show whether the business as a whole is below normal, and if so it will immediately become apparent that there is nothing to be gained by robbing Peter to pay Paul.

In one very successful printers' association monthly sales have been reported for the last fifteen years, with the result that "fillers" are unknown and every member is making money. In that town the printers, at their monthly meeting, scrutinize this report with as much care and interest as does the bank president his statement of resources and liabilities, and the beauty of it is that each printer acts honestly on the information.

**Meetings**

Meetings should be held monthly or oftener, in order that all matters of mutual interest may be freely discussed.

The by-laws should provide a penalty of sufficient size for failure to attend meetings.

The responsible man in the business who has charge of the sales or estimating should be the one to attend, and not someone lacking due authority.

Any question coming up about the reporting of bids, or other things agreed upon, should be threshed out to a final and complete understanding, however, unpleasant it may prove, so that there will be a clean slate for the next meeting.

In these meetings, and in fact at all times, there should be no hedging or covering up, and each member should constantly bear in mind that distrust begets distrust and confidence begets confidence.

The acts of salesmen should be gone into thoroughly and a definite understanding had that each house is responsible for the acts of its salesmen.

Publicity is a cardinal principle in these associations. Everything must be done openly. Both the safety and the strength of the association lie in publicity.

Meetings should be held with open doors—literally, not figuratively. Competitors not members of the association should be invited to attend as visitors, whether they wish to join or not.

In many associations curious and doubting customers are invited to attend and observe what is done, and they are even urged to go and do likewise and form a similar association of their own, with the assurance that it will do them a lot of good.

The more the printers' customers are told of the association and its workings, the more the customer will respect the printer and become willing to pay him a decent price for his services.

In the matter of prices, where every printer is hoeing his own row alone, he is in the dark as to what is being done by his competitors. The buyer holds all the cards in the deck and the printer does not even have a look at the deuce spot. Under the Open-Price Association the printer holds all the cards, but he is willing to turn them up to his customers.

The printers themselves have always been to blame for the demoralized condition of prices, and the customer should not be criticized if he has played the game with a marked deck furnished by the printer himself.

The customer is only a human being endowed with the same instincts as other men. It is not his fault that he has been led to believe, owing to the wide divergence of prices offered him, that printers are second-story men and seek to rob him. He wants only a square deal and is willing to pay a legitimate price as soon as he learns that the printers themselves know what a legitimate price looks like.

At meetings there should be no hesitancy in discussing prices and costs, and the members should not deny that this is the main purpose of the association, nor should they be ashamed to admit the doing of that which is legally and morally right.

In a well regulated Open-Price Association a first-class estimator should be maintained to make estimates for the members or check estimates submitted to him. To bring a stability of prices the estimator should be instructed to make all estimates on the basis of recognized cost. No better authority could be used then the Standard Price List and the figures of the Standard Cost System as disclosed by the National Composite Statement of Cost. This would furnish an authority entirely removed from guesswork, would stop disputes between competitors, and satisfy the consumer that he is getting a square deal.

The books of every member should be open to inspection to settle questions as to whether agreements have been violated in respect to rebates, discounts or other questionable practices.

To make a satisfactory try-out of the plan the members should tie themselves together for a definite period of time—a term of years—by demand notes, cash deposits or adequate membership fees, as a guarantee for the payment of dues and support of the association, as well as compliance with the rules and regulations.

There is a well-known law of Equal Reaction (for every force or action there is a similar reaction). This law underlies every science, including industrial activities. It is easy to see that the law applies to the printing business—that for every act, word or thought, there is a reaction upon the person, organization, state or nation from which it goes forth, and that this reaction is equal to, and of the same character, as the act itself; that we can help ourselves only as we help others; that selling is a reaction from buying; that profit is a reaction from service, and that the success and safety of each person or organization comes only by extending greater security and opportunity to other persons or organizations.

If this is true, then ignorant competition between competitors, or between the buyer and seller, means unnecessary waste, and improved industrial conditions can be brought about only thru some co-operative plan whereby the one gives up to the other.

Extensive visits throughout the country the past year have offered the opportunity of making an exhaustive investigation into these Open-Price Associations and ascertaining the results of their operations, and it is found that every one of them is working successfully.

The remarkable but undisputable facts disclosed are that the one thing desirable in all lines of business is being accomplished in every one of them for their members, that of MAKING MONEY.

# MANAGEMENT AND EFFICIENCY METHODS

## An Address by Albert Edward Buss, Manager "Front Rank Press," St. Louis, Mo.

[Mr. Buss knows whereof he speaks. He points out that the great need of printers and publishers today is to put into practice the knowledge which they have been gathering.]

ONE of the most common words in use today is EFFICIENCY. We have societies for the promotion of efficiency covering every conceivable activity in which humanity is interested. On every hand we are impressed with the demand for men and women who have thoroughly equipped themselves for their chosen sphere in life. God himself can do more work with sharp tools than dull ones. The race is always won by the one best prepared to overcome all obstacles. "Preparation" is the early slogan of the successful business man, and we cannot apply that slogan any too soon, if we would march with the victorious army of those who lead in their respective lines of business.

It is my pleasure to talk about **Management and Efficiency Methods** as applied to the Printing Art. I say **art** because the printing profession has become the leader among all crafts, where artistic merit is the chief aim.

Proper management is a **science**; it is not acquired over night through some miraculous power, but is attained by constant study of the problems of one's business. To be successful in management one must have a passion for his work. It must be his one desire to have the best and most successful business possible. It means hard work; it means sacrifice of much time that otherwise might be spent in the pursuit of amusement and recreation; and, let me emphasize this statement—we never get to a state of perfection. Each day will bring its new problems, requiring the utmost clarity of understanding in order to successfully overcome the obstacles before us.

Scientific management is a process of every-day application of common-sense principles, combined with accurate knowledge of one's business. It reminds me of the story of the little girl who was attending church with her grandmother. The minister had completed his discourse and was leaving the pulpit. The child turned and said: "Grandmother, is the sermon finished?" "No, my child," she said she, "it is only just begun; we have to go out and practice it." So it is with us in our business—we must continually practice the principles of good management and then we will surely become efficient; in fact, **scientific management is efficiency.**

### Care of Employes Most Important

But we must not discount the essential things that aid us in our management, such as the machinery and equipment; the proper training of the people who are to do the actual work; the building which houses our equipment; and, last but not least, the proper care for the physical comforts of our employes. And, may I say, in connection with the last named, that money spent for improving the conditions under which your employes labor returns larger dividends than any other investment. In our own plant we have installed shower baths, lunch rooms and rest rooms, and it would be difficult to find a more loyal and contented group of employes.

As to the building you occupy, I cannot over-emphasize the care that should be exercised in securing the best light possible, especially for the press-room. I am amazed at the diffidence shown by so many printers in this matter. We do not try to produce a beautiful flower in a dark cellar, but many are trying to produce beautiful printing under those impossible conditions. The Good Book records that in the beginning God said, "Let there be light." I maintain that one of the printer's slogans should be "let there be light, **and lots of it.**"

### Two Evils:—Over-equipment, Wrong Equipment

The equipment of one's plant should be given the most careful consideration. What is the most useful for your particular business should always decide what kind to install. Two of the evils of the printing equipment. The man who is willing to specialize is the successful printer today, in most cases. I do not mean for a moment to decry the large general printing establishments, as there is need for them. I am referring to the smaller plants, which are, of course, in the majority.

I recently heard of an example which might be of benefit to recite to you. In one large city an enterprising printer began specializing along a certain line of embossing work and very soon built up a prosperous business. Several other printers heard of his success, and immediately put in equipment, until there were eight shops fighting for what necessarily was a limited volume of business. The result is that two-thirds of that special machinery is idle today. How much better it would be for printers to **create** new business rather than **compete** for old business.

Do not buy new machinery just because it is new. It would be well if every local organization had a committee, whose duty would be to investigate all new machinery and ascertain what work it was best adapted for. This would prevent many from installing equipment that is unsuited for this particular business. It is comparatively a common thing to see a piece of machinery covered over and upon inquiry you find it was bought for a special job and has not been needed since.

### A Trip thru an Efficiently Managed Printing Office

But I am sure it is not necessary for me to dwell on these matters, as they have been stressed by those more competent than your speaker. Let us, therefore, take a journey through what I consider an efficient printing establishment. We will enter the office and we find it equipped in such a manner as to impress us with the fact that the proprietor is a man of good judgment and common-sense. There is nothing gaudy or pretentious about the furnishings. Each individual is at his or her respective desk. We notice that the estimator has his samples neatly arranged and conveniently placed; there are beautiful samples of the product of the shop displayed in such a way as to attract my attention, and perchance cause me to see how my business might be increased by purchasing more and better printing. I learn that it is possible to secure advice as to the best way to sell my goods thru the medium of the printer's service department. In a word, I discover that my printer is as necessary to me as my banker; I cannot succeed without his aid.

I go from the office to the composing-room, and there I find things have been so well arranged that there is no lost motion. Labor-saving stands are there for the

compositor; the most modern make-up tables and imposing stones are used. The lock-up man has his material close at hand. We notice that instead of the single proofing-press, there are several; one is handy for the job department, one for the galley boys, one for the make-up men, etc. We observe that the non-distribution system is used, thus saving both time and money; and instead of being at the mercy of the electrotype jobber, we see they are able to do their own morticing and planing, etc., with the saw-trimmer. We cannot help but think what a great saving of time these various efficiency devices afford, and we decide right then that our printing will be in proper hands in this establishment.

We were about to pass by the proofroom, but our friend, the proprietor, calls our attention to the fact that that is one of the most important departments. We find the room light and equipped with comfortable tables and chairs, the best dictionaries, an assortment of style books, showing the type faces in use in the shop, and other aids to insure the utmost accuracy in proofreading.

We then pass to the press-room. What a contrast this is to the old press-room we used to see. Here we find the presses so arranged that the best possible light is upon them. The make-ready desks are also placed conveniently to the presses, which saves much time. The rollers are kept in neat, upright racks when not in use, instead of being placed just anywhere the press-feeder happens to find vacant wall space. There is a well-equipped ink room, with a mixing-table and proofing-press for testing purposes. The presses have the necessary safety appliances and the electrical equipment is modern and standardized. Some of the presses have automatic feeders, and I feel sure my long run of catalogs will be produced in the quickest possible time; while others have extension deliveries which will minimize the danger of offsetting on my brochures and color work. I find that the pressmen are expert in the various methods of making ready my fine halftone cuts, and they have a knowledge of what is the best ink to use on the various grades of stock.

But we must go now to the bindery, where we find such marked improvement in handling work. Here we see the latest folding machines, capable of giving me anything practicable in the way of folding; gathering and stitching machines that cut the time and cost of work to a minimum; also special machinery for the many and varied kinds of bindery work. We would stay here longer, but we are anxious to know how our work will be delivered to us after printing, so we go to the shipping-room, and we find that every package is carefully wrapped and sealed, and our printing will come to us a thing of beauty outside as well as inside.

We have come to the end of our inspection, and some may say the kind of shop I have described is too ideal; but I say nothing is too good for your shop and mine, if we would forge ahead in our chosen business.

**Close Study of One's Business is Necessary**

I have not attempted to discuss any specific methods of efficiency, but tried to call to your mind, in the imaginery tour of a well-equipped plant, what is necessary for you to have if you would be in the front rank of your profession. It would require many hours to even in a small way treat the various phases of the printing art, as relating to greater efficiency. I have endeavored to make you see the necessity for close study of everything connected with your business. You cannot know too much about the supplies you use, such as paper, ink, rollers, etc. Keep well informed concerning improvements made in printing and binding machinery ,and, above all, choose carefully the executives who are so essential in the development of your business. Have weekly conferences with the foreman of each department. It is surprising what an added interest they have when they see that you take them into your confidence. Many a plan has been suggested by a foreman that has revolutionized the business and brought greater success. May I ask also if you are looking after the training of your apprentices? This is one of the weaknesses of the craft today, but I am glad to see that many of the wiser heads are studying this problem, and some of our local organizations have already started educational work that will, in a large measure, overcome this weakness. If I had time I would like to tell you of the St. Louis plan whereby over 100 boys are being trained as efficient printers, thru the co-operation of the Board of Education and the employing printers.

**Common-Sense Principles Daily Applied**

You may still think this is idealism. We must, however, link the ideal with the practical. We cannot hope to succeed without having an ideal to work toward. Let us not be satisfied with the commonplace, but attain to the greatest eminence possible in our profession. I like to have it said of me, "He is a successful printer," as that is the greatest compliment one can have paid, to be called successful in one's vocation. There are too many content to just get by—to just make the grade. What is needed in the printing profession today is men who will put every ounce of energy into developing the art, and putting the printing industry where it rightfully belongs—in the forefront of the world's activities.

I will close with a story I heard of a preacher who was engaged to hold services in a rural community. It was necessary for him to drive over, so he secured a carriage and pair of horses. When he arrived outside the church a small boy came up and eyed, first the preacher, then the team of horses. After a silence of a few moments, the boy said: "Say, mister, you ain't the preacher, are you?" "Yes, my boy," answered the parson. "Well," said the boy, "there must be some mistake, 'cos pa said a one-horse preacher was coming today, and you are a two-horse preacher." There are too many one-horse printers. What we need is a swelling of the ranks of the two-horse, aye, of the forty and sixty-horse printers. Let us be up and at our task, giving always the best within us, and let us always remember that—**scientific management is a process of every-day application of common-sense principles, combined with accurate knowledge of one's business.**

## VISION

Rouge and a beauty-patch will not make a lady out of a woman.

End-sheets, wide margins, expensive paper, and needless decorations are not always the marks of a good piece of printed matter.

Printing is good only when it accurately serves its clearly visualized and intelligently designed purpose.

That implies vision.

Vision comes largely from successful experience.—The Warde Press.

## "LOATHE TO MISS A COPY"

National Printer-Journalist, Chicago, Illinois.

Gentlemen:—I have come to depend on the magazine for much useful information and am loath to miss a copy. Very truly,

Kenesaw, Nebr. W. W. MALTMAN.

## A BOOK FOR THE PRINTER AND ADVERTISER

Gilbert P. Farrar is the author of a book, "The Typography of Advertisements that Pay." An authoritative review declares:—

"Gilbert P. Farrar, speaks with that air of authority which the master of two crafts, advertising and printing, rightly assumes, although somewhat too often one has but his fiat rather than a principle established beyond cavil.

"Mr. Farrar's purpose in writing was to acquaint the advertising man and the printer with the means of choosing and combining "type faces, engravings and all other mechanical elements of modern advertisement construction" and to this end he has filled the larger portion of the book with well selected and familiar illustrative matter, drawn from the press.

"He also displays selections from twelve "families" of types which his good taste dictates, although almost everyone familiar with the case will be likely to protest at the omission of a face familiar to him and dearly beloved. If we were forced to quarrel with him despite his infinitely greater authority, it would be not over exclusions. One can not reasonably ask him to include all that are attractive.

"The author has fine discrimination, and the choice of illustrative advertisements is such as to make the book a considerable equipment for creditable fashioning of copy. One might very easily become enslaved to so satisfying a handbook. And its clarity and sensible arrangement make it a reference work available to the least initiate."

## SAFEGUARDING INDUSTRY—A WARTIME NECESSITY

Under the above title The National Board of Fire Underwriters, 76 William Street, New York, has issued a booklet, of twenty-four pages and cover, setting forth directions for the prevention of fire and suggestions for reducing fire loss. This booklet has been prepared for the National Council of Defense, its purpose being the highly important one of preventing fires in industrial plants which are working under the abnormal conditions of wartime emergency.

On the front cover of the booklet is printed a signed statement of President Wilson, which reads as follows: "Preventable fire is more than a private misfortune. It is a dereliction. At a time like this of emergency and manifest necessity of the conservation of national resources, it is more than ever a matter of deep and pressing consequence that every means should be taken to prevent this evil."

In the neighborhood of 66,000 copies of the booklet, together with a show-card of fire-prevention rules for employes, are being mailed to the leading manufacturers of the country, and if any have been overlooked a request to the address given will immediately be honored without expense. In view of the serious results of even a small fire in any plant, and the practical nature of the suggestions for prevention given, every employer should provide himself with a copy of this booklet.

## OLD PRINTING PRESS HAS AN INTERESTING HISTORY

Few printing presses ever had such an interesting history as did the one brought to Dubuque, Iowa, by John King in 1836. It was used to print the Dubuque Visitor, which was the first paper printed on the west side of the Mississippi River and north of the state of Missouri. In an early publication of the State Historical Society of Iowa there is the following statement concerning this press:

"There seems to have been a pioneer charm attached to this printing press, for, after remaining at Dubuque for about six years, it was sold and taken to Lancaster, Wis., in the western part of the state. After having been used there a while, it was taken to St. Paul, Minn., and in 1858 it was again moved to Sioux Falls, a town on the Big Sioux River in Dakota; so on this press was printed the first paper published in Iowa, the first in western Wisconsin, the first in Minnesota and the first in Dakota.

"In March, 1862, after this press had been used at Sioux Falls about four years, a band of Sioux Indians made a raid upon the place, set fire to the town and among other buildings burned was the one in which the old press was used."

## DIGS UP THE TRUTH ABOUT PAPER

**By American Newspaper Publishers Association Paper Committee**

"Many paper contracts are being renewed at under three cents,

"This points to the fact that the mills anticipate a further easing off of conditions in the pulp and paper market during the next few months.

"Export business is practically at a standstill owing to shortage of ocean freight space, and the necessity for securing export license under the recent Government order prohibiting the export of news print paper, wood-pulp and cellulose, and spruce wood, except under license.

"Some shipments of Swedish and Norwegian pulp have arrived at Atlantic ports during the last few weeks. The pulp has been offered at prices considerably under quotations from American mills."

The annual report of the Laurentide Paper Company for the year ended June 30 last, submitted to the annual meeting held in Montreal on September 4, showed the largest profit in the company's history.

Net earnings, including the returns from investments, amounted to $2,220,660 against $1,244,283 last year. The sum of $268,181 was reserved against the Canadian business profits tax.

Deducting profits tax, interest charges and depreciation, etc., net profits amount to $1,720,011, or at the rate of 17 per cent on the common stock.

In his annual report to the shareholders, President George Chahoon stated that "the favorable position of the company in respect to the diversity of products has enabled it to materially increase profits during the last year. A large portion of these profits have been derived from the sale of pulp products, which have been developed pending the time when you deem it wise to continue the further development of your paper products."

"Canadian mills are accumulating large quantities of both groundwood and sulphite pulp during the present dull period, while the news print market also has softened considerably in recent months. Of course, the surplus pulp is being held against a better market which the mills believe will come this fall.

"The forecast is scarcely correct. Last year's cut of pulpwood in Canada was the largest in the history of the country and while the labor situation there is critical, most of the larger mills have ample supplies of wood now on hand. If this pulp is placed on the market this fall along with the normal output of mills making pulp exclusively, the extra supply is bound to affect, if not overcome, the influence of labor conditions."

# WHAT THE "LIVE WIRES" IN THE PRINTING AND PUBLISHING INDUSTRIES SAY

ONE may read of what others are thinking and doing by perusing all the trade journals, but few have the time. It is the purpose of the National Printer-Journalist to present each month under the above heading condensed paragraphs from the papers, addresses and other recorded expressions of the leaders of the printing and publishing industry. This monthly digest of information will prove to be more valuable as it has the co-operation of association officers.

**"WHAT A COST SYSTEM DID FOR ME."—S. E. Boys, "Republican," Plymouth, Indiana:—**

"My cost system was five years old the first day of last June. After that long or short an experience with it, I find it to be the most valuable thing about my plant. It has made me many, many dollars and saved me many, many more dollars. By means of it I have been able to steer my way through the rough seas of business caused by the breaking up of the parties in 1912, and by the war with its constant change in everything that goes to produce newspapers and printing.

"After this five years of experience with a cost system, I am firmer than ever in my conviction that every newspaper, especially if it conducts a job business in connection, ought to have a good cost system.

"A slow or careless workman will show up every time, and a good workman will show himself every time. You can keep the good and get rid of the poor.

"This method of keeping time on the work done will also help you to decide whether it is best to hire a cheap printer who does not accomplish much or a good printer who accomplishes much and draws wages accordingly.

"Everything in connection with the printing business has gone up in price—except the printer's price for his paper or his jobs to the customer. Wages, machinery, metals, type, paper, rents, taxes have gone up, and postage is going to go up. What is the newspaper man going to do? Is he going to sit still in his old habits and go into bankruptcy, or is he going to know his costs and charge his customers accordingly?"

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**"INCREASE SUBSCRIPTION RATES."—By Otto C. Waltsgott, publisher Berrien County Journal, Eau Claire, Mich.**

"If your paper was worth $1 a year ago, and it was, it's worth $1.50 now hands down, based on the increased costs, H. C. L., etc. Isn't it?

"Then why delay? I take this interest in you because I have been thru the mill and know what it will do for you. Listen: January 1, 1912, I raised my rate from $1 to $1.50, when there wasn't near the excuse for it that there is today, and I didn't lose 100 subscribers, and within a year 90 per cent of those came back voluntarily. That means that for five years I've been getting an extra bunch of money that the rest of you ought to have had, too, but didn't get.

"Honest, all you have to do is to announce that after a certain date, say October 1, your price is $1.50 or $2 and no fair-minded person will kick. They know it costs you more to do business, more to live, more to die, etc.

"And say, take it from me, that it will bring you in a lot of extra money, especially from those in arrears, if you give them one week in which to renew at the old rate. Don't be afraid of the cars because there's a durn big shortage of 'em.

"And say, let me tell you, if the rest of you fellows had been on the $1.50 basis my rate would have been up to $2 long ago, but I am almost certain that I will go to that rate this year. I am announcing the possibility of it in the next issue; if I do definitely decide to do it, I shall do so regardless of your increasing or not. I shall not sell my stuff at a loss, regardless of what the other fellow does.

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**ORGANIZED CIRCULATION FORCE BIG ASSET.—By E. V. Vancleave, "Republic," Rockford, Ill.**

"There is no better asset to a newspaper than a thoroughly trained and organized circulation force, one that can step in and do things even though the head of the department is miles away from them."

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**GOVERNMENT SHOULD ADVERTISE IN NEWSPAPERS.—By H. C. Hotaling, President N. E. A., Mapleton, Minn.**

"A new Liberty Bond Issue is soon to be launched, and the question presents itself whether or not the country press, is to be recognized in a business way. In the previous bond issue the country press, for which I speak, gave columns of space freely and without thought of remuneration, but advertising space is the principal commodity which the publisher has to sell.

"He has been hard hit by the greedy demands of the paper trust, many publishers forced out of business. They are soon to be called upon to face double taxation in the revenue bill, and it seems unreasonable and unjust that they should be called upon to make further sacrifices under the guise of patriotism.

"There is hardly a printing office that has not given up of its trained help in this hour of stress, and more are willing to do so. An office in an adjoining county has given up its editor and his only son, the wife taking the editorial helm.

"Such sacrifices are worthy of consideration, and the country editors should be given the same honest and fair treatment as men in other lines. Let the United States be as square as England when it comes to advertising space. Place the publisher on the same basis as others who furnish the government with supplies and the next issue of liberty bonds will be over-subscribed."

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**STRAIGHT ADVERTISING BEST.—By J. J. Geisinger, Federal Advertising Agency, New York and Chicago.**

"It is a well-known fact that news publicity will not and cannot produce the effect that straight from the shoulder advertising will bring. If you put selling language in news it is no longer news. If you depend upon news as ordinarily given it does not have the selling power.

"We proved pretty conclusively in New York City, and they proved the same thing in other cities, what advertising would do for the Red Cross. The sum of $25,000, contributed by private sources and spent in the newspapers, in one week raised over $1,000,000 in New York City.

"There was no anxiety and no worry about it. It was done in a cleancut, businesslike way and was all over almost as soon as it started. If they had depended on

newspaper news to get this money they would have probably been at it yet without having it.

"The whole public would have been tired out and worn out, and when they came to raise another contribution it would have been far more difficult than it will now be, because the public has not had it rubbed under their nose day in and day out for a long period.

"I had pleasure in writing one of the advertisements that gathered some honors for the Red Cross campaign, and I stand ready to contribute without charge on any campaign that may come up, but I would like to see it realize that selling government bonds is just as much a business as selling any other commodity, even tho the transaction is and should be permeated with patriotism."

## NEWSPAPER PUBLISHERS SHOULD ADOPT UNIFORM SIZE OF PAPERS

**By Frank E. Gannett, President New York State Press Association**

"The difference in the size of the paper needed by the different publishers causes expense, much inconvenience and trouble. The publishers have to pay dearly for this difference in size. Thousands of dollars could be saved every year for the publishers of the state if they all used the same size of print paper. The publishers who use roll paper are working to a standard size. It is up to the users of flat news to adopt a uniform size and to cut out the extra expense of cutting different sizes.

"Most of the members have ordered 30 by 44-50. I don't know whether one size is any better than any other. Why not decide what the standard size should be and work to that as quickly as possible?

"Will every member write me his opinion on the subject and suggest what line of action we should take to get on a uniform basis? I shall be glad to do everything possible to bring about a saving of this great loss to publishers.

"Furthermore, do you realize that difference in size of papers is a fine thing for the makers of presses? Presses should be standardized. They would then be cheaper to make and cheaper to repair. The adoption of a standard size of paper would be a double advantage to publishers."

## "THE LOCAL MERCHANT" AND THE "FREE OFFER"

**By T. R. Vernon, Jr.**

The Trade Papers throughout the country have been publishing from time to time many articles on "Space Grafters." This, no doubt is a practice that should by all means be stopped, but did it ever occur to you that some of the largest firms in this country (sometimes the very same firms that are asking for free space) are doing the publishers and the printers a great injustice in another way? They are. Take for example the following letter which was received by the proprietor of an automobile garage in a small town:

Mr. Proprietor:—We wish to co-operate with all our dealers and to show you that we appreciate your patronage, we are making you the following offer absolutely free of charge:

1,000 Letterheads.
1,000 Statements.
1,000 Envelopes.

The only condition is that we are permitted to advertise our wares in some appropriate place on the stationary.

Yours very truly,

This offer would not be so bad if they were few and far between, but after running into the same proposition in a garage, a hardware store, a drug store and a cigar store, it makes one "sit up and take notice." About the only way to put a stop to this practice is to appeal to the local pride of the merchant, point out to him just why such stationery is not the proper thing for a progressive business and if a man is at all sensible he will send the offer back, "Nothing Doing."

## BUILD CIRCULATION ON SOLID FOUNDATION

**By R. B. Caldwell, Journal, Monticello, Mo.**

An editor should be able, with the aid of a good staff of correspondents, to put out a county weekly that would be read, appreciated and increase the circulation without the aid of Shetland ponies, automobiles, pianos and watches. In this day and age a county weekly must contain the news of the county, and that news must, or should, be written up in such language that it will, when it is set up in an attractive style and printed in a clear and neat form, attract and command the attention of everyone into whose hands the paper should fall. Premiums may be a good thing to start and build a quick circulation, but unless an editor and publisher is able to give the people an up-to-date, readable paper in every sense of the word, he had better leave all such schemes alone, for he will find himself much worse off at the end of a year than when he began. So we would suggest to our brother editors that they build their circulation on a solid foundation. This can be done by editing the news and publishing it in a readable form and manner. A circulation built up in this way is lasting. You cannot have advertising, which is the source from which the publisher of a country weekly expects his income, without a good circulation, so give your people a good paper that this may be obtained.

## PUBLISHERS MAKE MONEY BY EVERLASTINGLY CO-OPERATING

**By J. L. Thorne, President North Carolina Afternoon Newspapers**

"Different from the associations of dailies, of which I have read as existing in other states, there are no paid officers in the association of 'Down Homers'—each fellow gives of his part, his time and effort for the good of the whole and all matters are handled by committees of which there are some half a dozen or more.

"The chairman and members of the committee, as far as possible, keep in touch with the different phases of endeavor not only in so much as it affects his individual interest, but the association's interest as well.

"It was by this means that last year the chairman of the committee on news print as early as February sounded the warning of the approaching unprecedented rise in price, and during 1916 there was but little news print used by members that cost as much as three cents a pound. Sizes have been standardized for both sheet and roll news and the specifications for the 1,500 tons needed for a year's supply could be given in a jiffy.

"Our advertising for national business is co-operative under the direction of a live advertising committee, which from time to time issues attractive booklets, compiles advertising data, which the respective papers carry, listing all the membership of the association.

# AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

PROVIDED the dates are agreeable to the Executive Committee of the National Editorial Association, that body will open its 1918 convention in Little Rock June 3 and will be in session Monday, Tuesday and up to Wednesday noon, when the delegates will leave for Hot Springs and be in the spa until the following evening, when they will leave on a special train for a week's tour of the state. The foregoing arrangements were made at a meeting of the committee that has charge of arrangements for the National Editorial Association, which was held October 00 in the Hotel Marion. Roy Thompson, chairman of the committee, presided. Others present were: Gov. Charles H. Brough, R. O. Schaefer, Frank N. Henderson, Earle W. Hodges, T. E. Wood, Erwin Funk, E. W. Buckley, Clio Harper, Fred Pattee and John A. Riggs and Walter M. Ebel of Hot Springs.

Messrs. Henderson and Schaefer were named a special committee to get out the official booklet and program of the convention. This is to be a statewide publication and the products and resources of the state, together with data pertaining to the various cities and towns in the state, will be included.

### State Reception Planned

Altho nothing definite was arranged, it was practically decided to give the members of the National Editorial Association a state reception on their arrival in Little Rock. It is also likely that, provided it meets with the approbation of the Executive Committee of the national organization, the delegates will be taken to the spa in autos to be provided by the residents of this city and of Hot Springs. The suggestion was also made that in the event the convention went to the spa by train that a stop be made at Bauxite, which is one of the big industries of the state.

The next meeting of the committee will be held in Hot Springs. The trip will be made from Little Rock in automobiles and the wives of the members will be included for this feature.

This convention will be about the fourth big national gathering at Hot Springs next year. The General Federation of Women's lubs, the Southern Baptist Convention, the National Association of State Supervisors of Banks and the Red Cross Men of the United States are all scheduled to meet there in 1918.

### Washington State Press Association

Officers elected by the Washington State Press Association for the coming year in Chehalis were: President, J. C. Kaynor of Ellensburg; first vice-president ,E. M. Conner of South Bend. N. Russell Hill of Davenport was elected secretary-treasurer and Sol Lewis of Lyden second vice-president. The committee appointed to take up the matter with the Idaho and Oregon associations to land the 1919 national meeting in the Pacific northwest included E. H. Thomas of Seattle, E. E. Beard of Vancouver and E. L. Wheeler of Waitsburg.

The closing sessions showed a marked increase in attendance. The visitors were taken for an automobile trip up the north fork of the Newaukum. Then, following a splendid concert by the Chehalis Concert band, an elaborate banquet was served. N. B. Coffman of Chehalis acted as toastmaster, and toasts were responded to by Edgar B. Piper of the Portland Oregonian, Wallace B. Jessup, president of the association; Professor Colin V. Dyment, head of the department of journalism, University of Washington; Secretary N. Russell Hill of Davenport and Secretary Bates of the Oregonian Editorial Association.

Resolutions embodying patriotic support of the president as well as a number of other resolutions were passed by the assembly. Among these were: To be uncompromising in their support of the president in his loyal endeavor to weld the military and naval forces together into a resistless power of strength in overcoming our common foe; to encourage and strengthen the patriotism of the people and unite the nation; as long as the war shall last to subordinate all political questions of secondary importance to the one great issue of making the world safe for democracy.

### East Texas Press Association

The East Texas Press Association held its meeting in Henderson, September 14 and 15. Some of the subjects were: "Making Special Editions Pay," A. H. Shields, Times-Clarion, Longview; "My System of Bookkeeping," W. S. Davis, Redland Herald, Nacogdoches; "The Typesetting Machine in the Small Office," W. F. Hayes, San Augustine Tribune; "Idiosyncrasies of the Human Race," Hon. Joe J. Taylor of State Press; "Advantages and Benefits of Organization and Coöperation," R. B. Walthall, Garrison News; "What the East Texas Press Association Has Already Accomplished," W. L. West, Polk County Enterprise, Livingston; "Fair Price for Political Advertising," R. M. Gilmore, Center Champion.

### Big Horn Press Club

Members of the Big Horn. Press Club of Wyoming were recently entertained at Cody, the home town of Buffalo Bill, hosts for the occasion being the Northern Wyoming Herald and the Park County Enterprise, cooperating with the "dude" ranchers of the Southfork country.

The session opened with a banquet at the Hotel Chamberlin, which was attended by the newspaper men and their wives. Following the feast J. A. Werner, manager of the Billings Gazette and Journal, gave a talk on "Efficiency"; S. E. Surmer, circulation manager of the Carbon County Journal of Red Lodge Mont., spoke on

"Circulation, a Paper's Life Blood"; J. F. Mills of Sheridan, Wyo., gave an address on "Getting Business That Goes Out of Town," and Harry C. Carpenter of the Carpenter Paper Company gave his views of the "Print Paper Situation."

### Junior Ad Club

The Junior Division of the San Francisco Advertising Club has been organized, and a course of lectures on advertising will be given to the members of the organization. The movement for organizing junior clubs was started last year by the A. A. C. W.

### Chicago Ad Club

The annual election of officers by the Advertising Association of Chicago, held recently brought out many nationally known ad men, representing the opposing factions, and resulted in a split between the Red and Blue tickets, with honors almost even. C. H. Burlingame, advertising manager of the Morton Salt Company, who headed the Blues, was elected president by a margin of four votes, defeating W. Frank McClure, advertising manager of the Redpath Chautauquas.

The Blues, having been placed in nomination but three weeks before election, staged a sensational campaign, managed by Aubrey A. Alfred, advertising manager of the Standard Burner Company. Their platform, which was backed by a strong contingent, stood for the reduction of initiation fees and for a larger membership roll. Besides President Burlingame, four of their number won out in the final count, a recount having been necessary to determine the winners, so close was the election.

The winning candidates are as follows: President, C. H. Burlingame; treasurer, Robert J. Virtue, publishers' representative, red; directors, Charles H. Stoddart, Western advertising director of Munsey's Magazine, blue; John A. Tenney, president of the Adams Publishing Company, red; Samuel J. Turnes, advertising manager of the George P. Bent Piano Company, blue; T. J. Maxey; advertising manager of the Burlington Railroad, red; first vice-president, Wilbur D. Nesbit; vice-president of the William H. Rankin Advertising Agency, red; second vice-president, D. L. Virden, sales manager of S. W. Strauss & Co., red; third vice-president, James A. Young, publishers' representative, blue; recording secretary, Wallace F. Brown, manager of the Ankrum Mailing Company, blue; financial secretary, John C. McClure, partner, Christy Letter Service, red.

### Wisconsin Press Association

Editors and publishers representing the leading newspapers of Wisconsin met in Milwaukee and organized the Wisconsin Press Association, the object of which, as stated in the constitution, is to "unite the daily and weekly newspapers of Wisconsin in a campaign for patriotic education; to combat sedition; to bring all the people of Wisconsin to a full understanding of the issues of the war and the danger that confronts the United States in the event of a German victory; to promote the work of the Wisconsin Loyalty League and other patriotic societies in the State and nation that are working for the defeat of German autocracy."

Officers were elected as follows: President, Richard Lloyd Jones, the Wisconsin State Journal, Madison; vice-president, A. M. Brayton, of the La Crosse Tribune; secretary, W. S. Goodland, of the Racine Times-Call; treasurer, C. E. Broughton, of the Sheboygan Press.

### Norwegian-Danish Editorial Association

The Norwegian-Danish Editorial Association's National Convention at Fergus Falls, Minn., came to a successful close on September 9, after the election of officers.

A resolution was adopted endorsing woman suffrage, and copies will be sent to President Wilson and all Scandinavian Congressmen.

A committee of five was appointed to show that foreign language newspapers are the only means of reaching directly the large number of foreign citizens and giving them American ideas and American ideals, and to prove that each newspaper is free and independent.

The editors will have their meeting in Fergus Falls next year.

The following officers were elected: President, P. O. Thorson, re-elected, Grand Forks; first vice-president, T. Eggen, Minneapolis; second vice-president, N. T. Moon, Fergus Falls; secretary, J. P. Wist, Decorah, and treasurer, A. M. Sudheim, Minneapolis.

### Ohio Select List

The Fremont (O.) News and Troy (O.) News were elected members of the Ohio Select List of Newspapers at the recent meeting held at Columbus. The organization now includes forty-five newspapers. They are represented in the foreign field by Robert E. Ward.

### Georgia Weekly Press

Paul T. Harber, editor and publisher of the Commerce (Ga.) Observer and president of the Georgia Weekly Press Association, and G. S. Chapman of Sandersville, Ga., who publishes the Louisville News and Farmer, the Midville Post, and the Sandersville Progress have been in New York this week, making a survey of the national advertising situation as it affects weekly newspapers.

Mr. Harber is a super-enthusiast about Georgia. He says that the people of that State have never before enjoyed such prosperity as is theirs now, due in large part to the high price of cotton. The banks have large reserves, he says, but are unable to loan their funds, as business men and farmers are not in need of more money.

Plans are under way for systematic effort to group the weekly newspapers belonging to the Georgia Weekly Press Association, so that a coördinated advertising campaign may be put through, for the purpose of getting the Georgia message to all national advertisers.

### Polk-Burnett Counties' Editorial Association of Wisconsin

The editors of Polk and Burnett Counties met at Luck and engaged in an all-day session, at which time the Polk and Burnett Counties' Editorial Association was formed. The subject of advancing prices was fully dealt with, and the raising of subscription rates was advocated.

E. E. Husband, editor of the Polk County Ledger, of Balsam Lake, was elected president of the Association, and M. D. Hinshaw, editor of the Burnett County Enterprise, of Webster, was elected secretary-treasurer. The editors were givn a 25-mile trip through the surrounding country followed by a banquet at the West Hotel, given by the Luck Commercial Club.

### Florida Publishers' Auxiliary

Following a business session in Orlando, there was established at Leesburg in September the central busi-

ness office of the Florida Publishers' Auxiliary, with Gilbert D. Leach in charge as executive agent for the organization.

Through this office the newspapers holding membership in the auxiliary will get in touch with the leading advertising agencies of the country and with the jobbing houses of the southern territory, securing new foreign advertising connections and purchasing on a community basis. The office also will gather data from those offices that have tried out cost systems, efficiency floor plans and other time-saving and money-saving devices and will collect this data and evolve plans for the practical application of members.

Another feature of the work of the central office will be the planning of community progress campaigns in which all the newspapers holding membership will join and thus bring about simultaneous community development in various sections of Florida. Upon this office also will fall the planning for defense against the attacks upon the press by politicians within the state and in other states, and the presentation to the next Florida legislature of the reasons why a revision of the libel laws of Florida are essential to the freedom guaranteed the press by the federal Constitution.

The affairs of the organization are in charge of the executive agent, working under authority and direction of the board of directors. This body is composed of the following members: Harry L. Brown, St. Augustine Record, chairman Walter Haynes, Sanford Herald, vice-chairman; Goode M. Guerry, Howey Tribune, secretary; Cris. O. Cordington, DeLand News, treasurer; M. F. Hetherington, Lakeland Telegram, director.

The only salaried officer is the executive agent, who is to receive $150 a month for the first six months, it being understood that he is to pay his own assistant.

Charter membership was held open until September 10th so that every newspaper affiliated with or desiring to affiliate with the parent organization, the Florida Press Association, could become a member of the Florida Publishers' auxiliary.

### Miami Valley Press Association

The Miami Valley Press Association at the regular September meeting, held at the Phillips House, Dayton, Ohio, elected officers as follows:

President, A. C. McClung of the Troy News; H. W. McMillan of the Brookville Star, vice-president, and C. W. McIntosh of the Twin Valley Echo, West Alexandria, secretary-treasurer. The executive committee is composed of Paul Langley of the Tippecanoe City Herald, C. S. Radabaugh of the West Milton Record and C. B. Unger of the Eaton Herald.

### Northern California Editorial Association

The Northern California Editorial Association, which held its semi-annual convention recently at Roseville, Cal., went on record as favoring the use of paid advertising by the Government in promoting the next Liberty Loan.

The following officers were elected: President, F. G. Dunnicliff, Dixon Tribune; vice-president, George C. Mansfield, Orville Register; secretary, State Controller John S. Chambers; Treasurer, Alden Anderson, Sacramento; historian, L. H. Woodworth, Sutter Farmer; orator, Emmmett Phillips, Sacramento Sunday News.

### Kentucky Association

At a meeting of Kentucky daily and weekly newspaper representatives, with F. M. Sackett, federal food administrator for Kentucky, the newspaper men formed themselves into a committee to assist the government in a statewide campaign in the interest of food conservation soon to be launched.

### Illinois Rural Press Association

At the regular meeting of the Central Illinois Rural Press Association, held at the St. Nicholas Hotel, Springfield, the old officers were re-elected for the third annual term, as follows:

President, I. S. Dunn of Divernon News; vice-president, H. H. Mason of the Pawnee Herald; secretary-treasurer, F. B. Everhart, Auburn Citizen.

### Kentucky Press Association

Lexington was chosen for the mid-winter meeting of the Kentucky Press Association at a meeting of the executive committee of that organization held in this city, Friday and Saturday, December 26-27, were set as the date and Harry Giovannoli, executive member from Lexington, was named as chairman of the program committee for the meeting.

For the purpose of uniting all publishers throughout the state in several matters which it is believed will be generally beneficial and economical, all publishers of dailies, weeklies and semi-weeklies, regardless of their membership in the Association, will be urged to be present at the meeting.

A plan of coöperation along practical business lines will be worked out and presented to the newspaper men. This will include the establishment of one special agency to represent all the weekly papers in the foreign advertising field.

### Southern California Editorial Association

The twenty-ninth annual convention of the Southern Editorial Association held at Los Angeles, was the largest and most enthusiastic meeting in the history of the organization. Morning, afternoon and evening sessions were crowded with interest.

A resolution was unanimously adopted renewing the pledge of fidelity of the members to the Government to assist in the successful prosecution of the war, asking for Government relief from the high price of print paper and suggesting the feasibility and great advantage of securing the greatest possible distribution of the second issue of Liberty bonds through an advertising appropriation for newspapers.

The following officers were elected: President, Crombie Allen, Ontario Report; first vice-president, W. A. Ronnie, Venice Vanguard; second vice-president, Justus F. Craemer, Orange News; third vice-president, J. R. Gabbert, Riverside Enterprise; secretary-treasurer, C. H. Turner, Redondo Reflex; executive committee, F. S. Hosfelt, Rialto Record; Chester M. Kline, San Jacinto Register; E. O. Wickhiser, South Pasadena Record; E. P. Clarkson, Santa Ana Blade; J. L. Matthews, Covina Argus; Paul Moore, Redlands Facts; E. M. Boyd, San Pedro News.

### Gulf Coast Press Club

The Gulf Coast Press Club met at Port Arthur, Texas, October 12th and 13th. The membership of the club is limited to active newspaper men in the Gulf Coast section of Texas.

### Suburban Publishers' Association

At the first annual meeting of the Suburban Publish-

ers' Association, held in Chicago the other day, the following officers were elected:

President, R. J. Peacock, Jeffersonian, Chicago; vice-president, C. F. Renich, Woodstock Sentinel; recording secretary, U. S. G. Blakely, Plainfield Enterprise; treasurer, E. A. Cogley, Maywood Herald-Recorder; corresponding secretary, B. A. Pratt, Chicago.

The members of the Association have perfected an arrangement for a Chicago advertising representative. By unanimous vote the organization joined the National Editorial Association.

Following a dinner, members of the organization were guests at a theatre party.

The next meeting of the Association will be held on October 15th. Much interest attaches to this meeting, because of the final report of the advertising committee. Chairman D. N. Mallory of the entertainment committee promises something extraordinary in the way of diversion at the meeting.

### Missouri Press Association

The attendance at the annual meeting of the Missouri Press Association held in St. Louis, September 20th and 21st, was the largest in recent years. The register showed that over three hundred were present to enjoy the pleasure afforded and to work together for the common good.

The business session was called to order at the American Annex by President H. J. Blanton of Paris, Mo., and after the address of welcome by J. Lionberger Davis, president of the Chamber of Commerce, was given over principally to shop talks on advertising, subscription methods, etc.

Friday's sessions were held aboard the steamer Grey Eagle during a trip on the Mississippi en route to Jefferson barracks. The first business session was called to order about 10:30 A. M., at which time a strong resolution indorsing President Wilson was passed without a dissenting vote.

The election of officers for the ensuing year was held and J. P. Tucker, editor of the Parkville (Mo.) Gazette, was elected president; Arch P. Hollenbeck, West Plains, second vice-president; John Beal, Mexico, third vice-president; B. Ray Franklin, Russellville, secretary; Louis Lampkin, Lees Summit, corresponding secretay, and L. W. Moore, Hume, treasurer. A committee was appointed to take up the matter of coöperative buying of print paper through a field secretary. The committee was instructed to report at the next business session which will be held at the call of the president.

The entertainment features of the meeting were plentiful and enjoyable. They included luncheons, movie shows and banquets. Probably one of the most enjoyable was the visit to Jefferson barracks, where a special drill was given and a "printorial" mess tendered the editors by the commandant, Col. C. H. Murray. Quite a party of the visitors left Saturday on a special train to inspect the new capitol building.

### Montana State Press Association

Following was the official program for the 1917 meeting of the Montana State Press Association, held at Missoula, October 3rd, 4th and 5th:

**October 3rd**

Register of arrivals at headquarters—Elks' Temple.

8 P. M. Reception for Members.

**October 4th**

9 A. M. Business Sessions.

Appointment of Committees.

Paper—"Government Advertising; Should the Papers Give Free Space?" J. D. Scanlan, Miles City. Discussion.

Paper—"Uniform Rates Among Local Print Shops."—H. H. Howard, Bozeman. Discussion.

2 P. M. Business Session.

Address by Joseph Blethen, General Manager Seattle Times.

Reports from Standing Committees, etc.

2 P. M. Missoula Women's Reception to Visiting Ladies.

4 P. M. Auto ride.

Dedication Mullan Monument at Bonner.

8 P. M. Smoker at Country Club.

Address by Senator Joseph M. Dixon.

**October 5th**

8:30 A. M. Business Session.

Paper—"Do Members Favor a Print Shop Buying Association?"—President J. A. Gilluly, Lewistown.

10 A. M. Inspection of State University.

Welcome by President E. O. Sisson.

2 P. M. Address by Chancellor Elliott, University Hall.

Address—By Dean A. L. Stone, "Public Water Rights as Affecting the Print Paper Manufacturing Industry."

Reports of Committees.

Election of Officers and windup of business.

6:30 P. M. "Made in Missoula" Banquet. Banquet Program:

Dean A. L. Stone, School of Journalism, Toastmaster.

Address—W. L. Murphy on behalf of Missoula Chamber of Commerce and Rotary Club.

Response—President J. A. Gilluly, Montana State Press Association.

Montana—Then and Now -M. J. Hutchens, Editor The Missoulian.

" 'Covering' an Empire."—W. W. Cheeley, Montana Newspaper Association, Great Falls.

"The Game and Why I Like It."—Mrs. L. A. Edmunds, Absarokee.

**October 6th**

Dedication of Monument given by Mrs. John (Morony) Lalor in honor of her father, Captain James H. Mills, Montana's first newspaper editor. Monument erected at Gold Creek, in commemoration of first gold discovery in Montana. Convention delegates take train to Gold Creek for dedication.

### Northern Indiana Editorial Association

Dean L. Barnhart, publisher of the Rochester Sentinel, was elected president of the Northern Indiana Editorial Association at the close of the forty-eighth annual meeting, September 18th. Other officers chosen were: Vice-president, Charles Foster, Monticello; secretary, Morton Stultz, Wabash; treasurer, Harry Palmer, North Manchester.

The publishers adopted a resolution requesting the Government to use paid advertising in the next Liberty loan campaign. They pointed out that the newspaper business is one of the few which has not profited by the war and at the same time has had its burdens increased.

The next meeting may be held at Kentland, Ind.

Among the speakers on the program were N. A. Huse, vice-president of the American Press Association; S. E. Boys, editor Plymouth Republican; Harry Hillman, editor Inland Printer; Grosvenor Dawe, of Rochester, Ind., formerly of the Butterick publications and Col. Del Crampton, governor of the Marion Soldiers' home and

one of the founders of the association, which is now in its forty-ninth year.

### Wisconsin Patriotic Press Association

The Wisconsin Patriotic Press Association, organized at Milwaukee September 4th, is meeting with all the cordial reception and coöperation on the part of the press of Wisconsin that was anticipated by its promoters, according to reports from the office of Secretary W. S. Goodland, of the Racine Times-Call, who has opened headquarters in the First National Bank Building in Milwaukee. Twenty-five editors attended the organization meeting, and the small number is accounted for because printed notices of the call in some manner were held up in the mail, many of the editors failing to receive notification until along after the tenth of the month.

However, as soon as Secretary Goodland announced his office location, applications for membership began to pour in, and up to Wednesday of the past week 150 had been enrolled, with a prospect of the 200 mark being reached by Saturday night. Secretary Goodland reports that practically every newspaper of any importance in the State has given assurance of affiliation with the Association, and that within thirty days the membership will be substantially 100 per cent of the Wisconsin press.

In Milwaukee the Sentinel, Journal, and Evening Wisconsin are identified with the Association, and in the State at large such papers as the Racine Times-Call, Madison State Journal, Beloit Daily News, Wausau Record-Herald, Fond du Lac Commonwealth, La Crosse Tribune-Press, and scores of others have joined the movement to wipe out all suspicions of disloyalty concerning the Badger State.

### The Wisconsin Daily League

The Wisconsin Daily League held its annual meeting in Janesville, September 20th.

Resolutions proclaiming the loyalty of the press throughout the state and deploring the misrepresentation given Wisconsin by some of its members in Congress, were adopted today at the annual convention of the Wisconsin Daily League, by representatives of twenty prominent papers in all parts of the State.

A resolution in opposition to the proposed Congressional measure to boost the rate on newspapers declares that: "The Wisconsin Daily League in annual convention assembled, endorses the McKellar amendment to the pending revenue bill and protests against any special tax being laid upon the publishers of the country other than that placed upon all industries." The resolution was telegraphed to Chairman Simmons of the conference committee.

The League voted also to continue their membership with the Federated Printers and Publishers, which, working in coöperation with the extension division of the university, aims to better the conditions of printers and publishers throughout the state.

Important business matters tending toward the formation of merchandising connections with various representatives of large concerns which will bring new business to the state and its papers, were considered at the session, as part of the program to increase the efficiency of the organization as a medium of meeting the advertiser. The league is of comparatively recent origin, but has enlisted practically all of the papers of prominence throughout the state, outside of Milwaukee, and offers its members a well-regulated, closely-knit association for dealing with the advertiser.

The association presents an agency through which the papers of the state can impress the importance of the newspaper as an advertising medium as opposed to other forms of publicity, and can deal as a unit rather than as a number of individuals. The papers of the League have a circulation of about 142,000, reaching over a million people in all parts of the state.

The League elected the following officers: President, J. L. Sturtevant, Wausau Record-Herald; vice-president, O. J. Hardy, Oshkosh Northwestern; secretary-treasurer, H. H. Bliss, Janesville Gazette.

### American Association of Advertising Agents

The members of the American Association of Advertising Agents held an important meeting at the Hotel Statler, Cleveland, on September 25th, with President W. H. Johns of the George Batten Company, N. Y., presiding.

Amendments were made to the constitution and the constitution of the local councils that were devised to insure maximum effectiveness and coöperation between them and the national organization.

Nine committee chairmen were appointed by President Johns and ratified by the board of directors for the development of agency service, agency assistance, mechanical production and to coöperate with publishers of newspapers, magazines, farm papers and outdoor mediums. For the present their names have not been given out.

James O'Shaughnessy of Chicago was elected executive secretary of the A.A.A.A. and Jesse F. Matteson, president of the Gundlach Agency, Chicago, was elected a director in Mr. O'Shaughnessy's place.

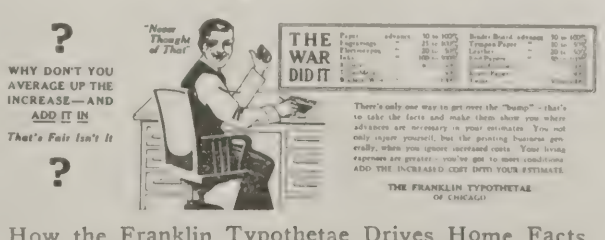
Frank Sawin of the Taylor-Critchfield-Clague Agency, Chicago, was nominated to succeed Stanley Clague as a member of the board of directors of the Audit Bureau of Circulations.

Major E. E. Critchfield was elected representative of the A.A.A.A. with the Associated Advertising Clubs of the World to succeed Stanley Clague.

The next meeting of the executive board will be held in Cleveland in January.

The officers of the A.A.A.A. now are: President, W. H. Johns of the George Batten Company, New York; vice-president, Paul E. Faust of Mallory, Mitchell & Faust, Chicago; secretary, Harry Dwight Smith of Fuller & Smith, Cleveland; treasurer, Walter R. Hine of Frank Seaman, Inc., New York.

Directors—H. H. Charles, New York; Stanley Resor of the J. Walter Thompson Company, New York; Major E. E. Critchfield of the Taylor-Critchfield-Clague Company, Chicago; O. H. Blackman of the Blackman-Ross Company, New York; Jesse F. Matteson of the Gundlach Agency, Chicago; St. Elmo Massengale, Atlanta; J. H. Cross, Philadelphia; J. W. Barber, Boston; M. P. Gould, New York; William H. Rankin, Chicago; and W. C. D'Arcy of St. Louis.


?
WHY DON'T YOU AVERAGE UP THE INCREASE—AND ADD IT IN
That's Fair Isn't It
?
"Never Thought of That"
THE WAR DID IT
THE FRANKLIN TYPOTHETAE OF CHICAGO

How the Franklin Typothetae Drives Home Facts

STANDARD FOR AWARDING OFFICIAL PRINTING CONTRACTS RADICALLY WRONG.—By N. Earle Adams, "Lake County Bee," Lakeport, Cal.

"Competition in job printing should be based on quality and salesmanship rather than price. The public is willing to pay a fair price for its work. It does not ask of anybody that he do its work at a loss, altho the public is quick to take advantage of price cutting. How much better it would be if job printing competition could be based on quality of product, speed in turning out the work, friendliness of the buyer to the seller and a hundred and one other causes of legitimate competition!

"If there is not enough work to go around for two shops in your town it would be a far better business proposition for competitors to get together and eliminate one shop, for if one must knife the other to live, both of you will fail.

"It seems to me, too, that the printing done for the officials of the county should not only be done on a uniform price list based on cost plus legitimate profit, but the apportioning of that printing ought to be based on giving every shop in the county equipped to do the work its share based on value of its equipment and business worth. I am not in favor of making a political bone out of county printing to be thrown to the good dog. A great percentage of our county work goes to San Francisco. Almost all of it should be turned out by home printers. One of our shops has no job printing plant, but because it is situated in the home town of, and its owner is a relative of one of our officials having much printing to place, it gets more county printing than I do, and I have one of the largest investments in the county. And it all goes to San Francisco thru that shop, which gets a rake-off, though having no plant to speak of. We have brought our county officials up in the wrong way. It is entirely our fault that they act as they do, for we have taught them that is the way to do—to the victor belong the spoils."

"NEWSPAPER WITHOUT PUNCH NO BETTER THAN HANDBILL."—By A. R. Fenwick, Editor "Tribune," Everett, Washington:—

"Should a newspaper refuse to sell space to business in a nearby city while the merchants in his town are glad to receive patronage from any quarter?

"Does a newspaper that tries to show its readers where they may save money by shopping in another city injure the home town, if many little pocketbooks in the town find they save a few dollars or cents by passing up the home merchants? Is the monetary ease of the many or the success of the merchants more important?

"What consideration does a newspaper owe to the man to whom it sells space, and who presumably gets the worth of his money as soon as the transaction is closed? If the local merchants in a town charge more than those in an adjoining city do for the same goods, is the local merchant entitled to the protection of the home paper or are the readers of a paper entitled to be shown?

"I have very definite ideas on all these questions, but not the time to discuss them. It all depends on the viewpoint. So far as editorial and business independence are concerned, it has always been my idea (and this has been emphasized by what we have gone thru here) that editorial independence begets business independence. It is in the news and editorial end that independence must be developed. It is there a newspaper will be popularized if at all; and it is from that popularity that success comes to the business office.

"There are any number of newspapers, large and small, in the United States that are 'run from the business office.' They never got their start there. They never gained their success by that policy, but are using that policy to maintain a success obtained by an aggressive and popular editorial effort.

"Two things will contribute to the success of any newspaper. Give the people the kind of news they want, not the kind you think they ought to have. Fight for those things which the larger number of your readers favor—which the people want, not what you think they ought to want. Your readers are your jewels and you can realize on them and still keep them in your possession. I believe in following the rule of the greatest number, and using vigor in vitalizing that idea.

COURAGEOUS PAPER DEFEATS EFFORTS OF DEGENERATES

Part of the animus of the I. W. W. in the northwest has been directed toward the Aberdeen (S. D.) American. In a recent bulletin from the headquarters telling of the strike which the order proposed to invoke upon South Dakota, Editor J. H. McKeever of the American was invited to get out into the fields and do the work. It wasn't necessary for the alleged strike was the best thing that had happened to the state and thereafter there was plenty of honest labor to harvest the big South Dakota crop. Estimates place the value of the crop this year at greater than anything since the astounding bumper yield of 1909.

I. W. W. activities became obnoxious emanating from the state headquarters at Aberdeen. One night the headquarters was dismantled and following that the Home Guard inaugurated a campaign of watchfulness which soon drove all the I. W. W. from that part of the state. In this the American did big service in telling the public of the situation, warning the smaller towns thruout the north half of the state of the situation to such good effect that by the time of harvest there were no I. W. W. members left and instead honest help had gravitated in and was at work in ample supply for fair wages.

The American, however, received the following attention in the I. W. W. circular to members issued from the Minneapolis office:

"Our reply to the South Dakota Barbarians is a simple one. Let the Vigilantes do the work. Farmers are so ready to accept the dirty lies of the gang of High-Waymen known as 'The Commercial Club,' so let them accept that same gang of degenerates to do their harvesting. If the Farmers of South Dakota should be successful in getting the Chief of Police, the City Atty. or the Editor of the Aberdeen American to work on their Farm, they would have a real reason for carrying a Winchester on the Binder; because there is no crime too low & brutal for these (Aberdeen Advocates of Mob & Murder) to engage in. If the farmers of South Dakota prefer these Outlaws—to members of the I. W. W., that is up to them. We will see to it that no I. W. W. will harvest in South Dakota. We will not go to North Dakota. We will picket the State. We will fight it out. Let every Wobbly get on the picket-line & see that every body is informed of the General Strike in South Dakota. Do your Bit & then hear the roar.

"The Mob & Murder Gang with headquarters at Chamber of Commerce in Aberdeen are Violating the Law when they hold men in jail without cause. They are guilty of interfering with registration, for the reason that they are TEARING UP REGISTRATION CARDS of men who come to South Dakota, to help harvest the crop. THIS Gang of 'I WON'T WORKS' won't let anybody else work. What right have they to criticise others for Violating the Law? The Wobblies will change things a little or they will know the reason why."

# NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

A QUESTION which I am frequently asked by those contemplating engagement in the newspaper business, is "Where shall I locate?"

This is a big question, a question which no man is qualified to answer fully, because of the simple reason that human judgment has its limitations, whereas genius has none.

As Emerson suggested, even 'tis the making of only a mouse-trap, if one learns how to do that one thing well, though he build his hut in the forest, people will make a beaten path to his door.

That is to say that, if a man has the ability to take infinite pains with his work, as a newspaper-maker, for instance, if he has the will to give his business intense attention, to drudge long and earnestly, with perfection of product as his goal, it matters little where he is located. Success of some sort, at least, as a reward, will come to him in due time.

But, not all of us are geniuses; hence the necessity for the advice sought, and, while, as intimated, no man is qualified to fully answer the query, yet those of experience and those who have dwelt long and diligently upon the subject of newspaper-making in all of its varied branches, ought at least offer the beginner the benefit of knowledge thus gained.

As relating to the problem of a location for the beginner, my first word of advice would be, buy an established paper, rather than start a new one, for the obvious reasons that the field is crowded and, notwithstanding the seller's demanded profit, the established paper will prove the least expensive in the end.

Of course, I am aware that the young enthusiast about to launch forth in business for himself, has high ideals as to type and mechanical equipment; and the great probability is the plant already established does not include them; but one should remember, since the business is already in operation, it can soon be made to earn these ideal things to replace the old.

Most assuredly a good, live town should be chosen in preference to one that is dead or dying, and the field should also be as carefully looked to.

I say to the beginner: Don't locate in an old town. If possible, get into a new community, or, at least, one that is growing, and thus you may grow with it.

Don't locate in a small river town, unless the stream is bridged, and unless you can see an exceptionally long, undisputed territory stretching up and down river and far back of you—for in such a location your field is but one-sided.

Don't hesitate to locate in a place because it is not a county seat, exactly, but, by all means, get into a county seat, if you possibly can.

If you are going into the newspaper business, readers, then, you must have readers, hence the population of city and field must be carefully studied. Do the people read? Are they of foreign extraction? If so, do they read the English language? Are they, as a community, noted for their thrift and liberality, or are you about to locate within a community of characteristic tightwads? Are the folks within the field prosperous, or are they engaged in such pursuits as keep them in dire poverty? In other words, can they afford to take a paper, and will they, if they can afford it?

These and similar questions should occupy the man who is about to take a hand in the newspaper game. Particularly should he consider what are the possibilities of growth. For no man should begin a business or undertake an enterprise, without figuring upon and confidently expecting progress and enlargement.

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If I remember rightly, it is not so long ago that I took occasion to remark upon the general excellence of the Minnesota state press, taken as a whole. It is only fitting that the newspapers of this state, in which the early efforts of the founder of this journal and the National Editorial Association were spent, should excel, and I am pleased to receive from time to time new proof of the fact.

Perhaps I have a sufficient number of Minnesota papers on hand this month so that I may not use anything else as material for this instalment. I have no doubt, then, but that in the course of the following paragraphs additional evidence may be brought out to show conclusively that Minnesota editors are a live bunch and as such are rendering an invaluable service to the people of that unit

of the Union. The first specimen to be considered is the Gaylord Hub, by Chas. Wallin, whose introduction follows:

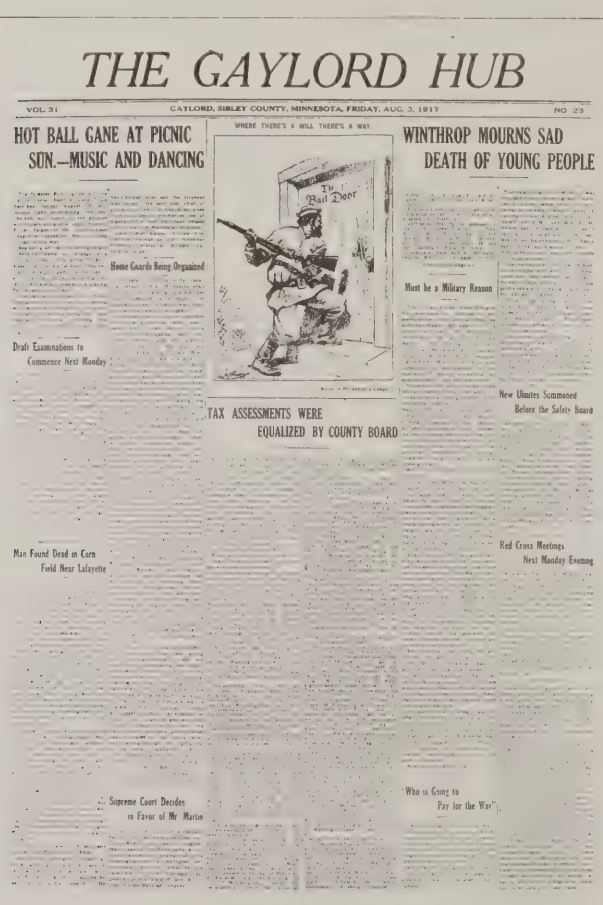
Gaylord, Minn., August 2, 1917.
National Printer-Journalist, Chicago, Ill.

Dear Sirs:—Am sending you a copy of the Gaylord Hub, with this mail, and would be pleased to have you pass your judgment on the general appearance of our paper, the make-up, etc. Also, criticise the three-quarter page ad on page 4, for Chas. Bonne & Son. Thanking you in advance, I am, Cordially yours,

FRANK L. DEIS, Foreman.

The Hub is an all-home printed (and well printed) six-column quarto. Its front page, as shown herewith in Exhibit 1, is a veritable model of attractiveness and good taste. Contents could hardly be improved. The ad work is considerably above the average in creditableness, the quarter-page specimen referred to by Brother Deis in the foregoing letter being particularly interesting, more especially in point of wording than otherwise. In that respect, however, it is extremely clever and original. (Exhibit 2.) I have often admonished compositors, in setting such advertisements, to enclose all the mass of panels with rules, thus securing the same effect for the outer columns of boxes as for the inner ones. It does not look well to me to see the sides of all these boxes open; it is inconsistent with the scheme of construction.

Furthermore, the two bold splashes of black rule at either end of the introductory paragraph at the top, are out of place. They certainly have no meaning or use. The treatment of the "tail-end" of this specimen is equally faulty: The two double rules running up from the border, as a division between the signature and the two "squibs" on either side, are inconsistencies. Nothing else in this specimen is made to connect with the border.

A better treatment—aye, the proper treatment, following out the style attempted, would be to enclose the "squibs" in neat boxes, in which case, of course, but one rule would be used above and below the mass of boxes, and the signature would have looked well set as it is in the space then remaining for it.

THE GAYLORD HUB

VOL. 31 GAYLORD, SIBLEY COUNTY, MINNESOTA, FRIDAY, AUG. 3, 1917 NO. 23

HOT BALL GANE AT PICNIC SON.—MUSIC AND DANCING

WHERE THERE'S A WILL THERE'S A WAY.

WINTHROP MOURNS SAD DEATH OF YOUNG PEOPLE

Home Guards Being Organized

Draft Examinations to Commence Next Monday

Must be a Military Reason

New Minutes Summoned Before the Safety Board

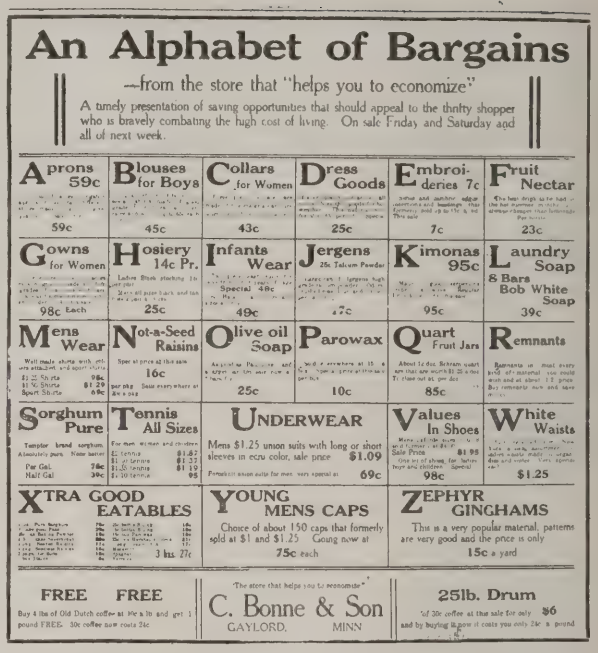
TAX ASSESSMENTS WERE EQUALIZED BY COUNTY BOARD

Red Cross Meetings Next Monday Evening

Man Found Dead in Corn Field Near Lafayette

Supreme Court Decides in Favor of Mr Martin

"Who is Going to Pay for the War"

Exhibit 1

An Alphabet of Bargains

—from the store that "helps you to economize"

A timely presentation of saving opportunities that should appeal to the thrifty shopper who is bravely combating the high cost of living. On sale Friday and Saturday and all of next week.

Aprons 59c — 59c
Blouses for Boys — 45c
Collars for Women — 43c
Dress Goods — 25c
Embroideries 7c — 7c
Fruit Nectar — 23c
Gowns for Women — 98c Each
Hosiery 14c Pr. — 25c
Infants Wear — Special 49c — 49c
Jergens 25c Talcum Powder — 47c
Kimonas 95c — 95c
Laundry Soap 8 Bars Bob White Soap — 39c
Mens Wear
Not-a-Seed Raisins — 16c
Olive oil Soap — 25c
Parowax — 10c
Quart Fruit Jars — 85c
Remnants — $1.98
Sorghum Pure
Tennis All Sizes
UNDERWEAR — Mens $1.25 union suits with long or short sleeves in ecru color, sale price $1.09 — 69c
Values In Shoes — 98c
White Waists — $1.25
XTRA GOOD EATABLES — 3 lbs. 27c
YOUNG MENS CAPS — Choice of about 150 caps that formerly sold at $1 and $1.25 Going now at 75c each
ZEPHYR GINGHAMS — This is a very popular material, patterns are very good and the price is only 15c a yard

FREE FREE — Buy 4 lbs of Old Dutch coffee at 36c a lb and get 1 pound FREE. 30c coffee now costs 24c

"The store that helps you to economize"
C. Bonne & Son
GAYLORD, MINN

25lb. Drum — of 30c coffee at this sale for only $6 and by buying it now it costs you only 24c a pound

Exhibit 2

A really better ad specimen, in point of treatment in detail, is that of the Gaylord Mercantile Company, shown as Exhibit 3. However, I shouldn't have treated the display lines this way. As to the matter within the mortise, this should have been massed more to the center, by throwing the white around it as much as possible, and the display immediately following the cut would have looked better, and have been in better balance, if treated something like this:

Shoe Surprises!
Because Shoes Are High We Sell
Them Cheap

omitting the bold underscore and using but one size of type for the entire three lines.

The rest of this ad is all right, except that another nonpareil's space should have been inserted over the three neat boxes, which could easily have been gotten out just above the name-plate. Turning again to the paper, about the only conspicuous flaw in it is the erroneous form of make-up of all pages save the front one.

This is quite contrary to the rule so oft lain down in these columns, the dictum of which is the reservation of the column tops for the readers, rather than for the advertisers, which I maintain is best done by arranging the ads to the bottom of the pages, the largest unit in the lower right-hand corner, alongside of this the next largest, and on top of these the next largest, and so on, the ads tapering in size toward the top of the pages. The next time I have the pleasure of seeing this publication, I trust this change in make-up will have been adopted.

✧ ✧

St. Louis Park, Minn., August 4, 1917.
O. Byron Copper, De Soto, Wis.

Dear Sir:—A few months back you were kind enough to offer invaluable criticism of our publication, "The Hennepin County Rural Messenger." We enclose here-

with another copy of the "Messenger," which you are at liberty to inspect and dissect at your pleasure. We do not desire to over-burden you with copies of the "Messenger," but inasmuch as we have altered our style considerably, this issue may be of particular interest.

Very respectfully, D. C. Martin, Editor.

I cannot exactly say that I like the "style" of the present Hennepin County Rural Messenger, although, to be sure, it is tasteful and neat. In the first place, I prefer a cap head to one of caps and lower case, and, while of course the little flag is an evidence of patriotism in these stirring times, I believe I'd prefer their omission from th head-lines. And the sub-heads, or the inverted pyramids and key-lines, set in the same face as the body, produces an effect of weakness not tolerable to me. And then, again, the engraver's face, employed as heads over the articles immediately following the central cartoon, seems inconsistent and inharmonious with the remainder of the page.

Other pages of this sheet are not made up according to the "Hoyle" of this department, either. This paper's

Clean-Up Sale
of
Summer
Footwear
Shoe Surprises
Because Shoes are High
We Sell Them Cheap
Beginning Aug. 1st we shall place on sale all canvas shoes (except tennis), all canvas and ladies leather dress oxfords, and low shoes. We cannot guarantee to fit all feet but those coming first will find a fairly complete assortment of sizes.
$1.98
$3.00
$2.47
Ladies and Misses dress oxfords in leather and canvas, white or black, subject to a discount of 15%
Misses and childrens white canvas oxfords, discount 15%

Exhibit 3

charm lies within its editor's ability as a writer. He has a good flow of language and produces smooth, easy sentences. With apologies to Willard E. Hawkins of Denver, as originator of the idea, Brother Martin's "word lenses" are ground thin enough so that they do not magnify the thought to be expressed too highly, nor do they distort or confuse. He has adopted a large ten-point face of type for his news, as well as his editorial columns, hence every column so set is perfectly legible, even to the person of poor eyesight. I believe this is an innovation all home weeklies would do well to adopt. It would doubtless enhance their popularity with a large class of modern readers. The excellent impression secured by the Messenger's pressman is pleasing, too.

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As the reader will see by the reproduction exhibited herewith (No. 5) The Hopkins News, another Minnesota sheet, is, in style, almost a duplicate of the paper reviewed in the last preceding paragraph. Typography, however, is much more consistent and uniform, and, therefore, much more pleasing. In fact, the front page of the News is a veritable delight. But otherwise, with the exception of the advertisement composition, of which

Exhibit 4

I shall later write more fully, practically the same criticism as applied to the Hennepin County Rural Messenger will apply to this sheet.

The Hopkins News.
HOPKINS, MINNESOTA, THURSDAY, AUGUST 2, 1917
$1.50 A YEAR
Scandinavian News Notes
Band Concert Next Thursday
THE MAN WITHOUT A (COUNTRY) GARDEN
Gone To Her Last Resting Place
Slight Change in Draft List
Free Canning Demonstration Passed Away Last Thursday
ICE CREAM SOCIAL THIS EVENING

Exhibit 5

This is a six-column quarto, with ready-printed interior pages, and I must congratulate the pressman upon the excellence of his work. The print is very good. The news-service is a thorough one, and the manner in which Editor Wessale handles his paragraphs is pleasing.

In the main, the advertisement compositor on this sheet shows some skill and interest. One of his pleasing examples is reproduced as Exhibit 6. This issue seems somewhat weak in its number of editorial paragraphs, but the two appearing are clever. I would be pleased, indeed, should this paper also adopt the ideal method of mechanical make-up, as described in the preceding paragraph. It would raise the News much nearer the perfection mark. At present a syndicate comic supplement is a feature of this publication.

✧ ✧

Scored by points in a competitive contest, the Hennepin County Enterprise would doubtless fall below both of the two papers last mentioned above, although in some respects it may rank above them. In style of make-up it bears a remarkable resemblance to both contemporaries; but the two displayed advertisements permitted a position on the front page are deplorable in that place.

In point of face, the Enterprise's typography is very pleasing, but I do not wholly approve of the style of heads. The great trouble with this style is the same as that with any scheme which calls into intermingled use too great a variety, or too many sizes, of type.

Practically every modern printer knows it's wrong to mix lines within the same piece of work set from variant series, and the tendency now is to be as careful about intermingling type of different sizes, even of the same series.

A three-line stair-step head isn't bad when set from the same case; but when the middle line appears in a twelve-point in connection with two lines of twenty-four point, then the effect is "mussy." And now while I'm discussing head-lines, just look at this one:

VILLAGE DADS
IN ADJ. SESSION

What does that convey to a reader? Don't think I'm too critical, and just looking for something to complain about. In the printing business, 'tis these little things that count, therefore, the very things we must look out for.

Take this head, for instance. A head like that is just one of the little things which distinguish the product of the average man from that of the genius—the "oh-that's-good-enough" man from the man with the will and the ability to take infinite pains. Possibly this head could have been set—

VILLAGE DADS IN
ADJOURNED SESSION

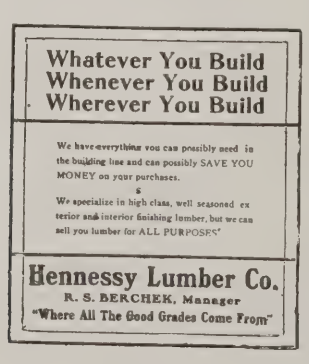

Whatever You Build
Whenever You Build
Wherever You Build
We have everything you can possibly need in the building line and can possibly SAVE YOU MONEY on your purchases.
We specialize in high class, well seasoned exterior and interior finishing lumber, but we can sell you lumber for ALL PURPOSES
Hennessy Lumber Co.
R. S. BERCHEK, Manager
"Where All The Good Grades Come From"

Exhibit 6

The new-service offered by this sheet is creditable, and I am gratified with the high character of the editorial work. The editorial page itself, however, doesn't compare very favorably with that of Gene Hogue's Eaton (Colo.) Herald, sometimes referred to herein as a model in that respect; but there is evidence that Editor Silk has the ability to make it much more elaborate, if he would. Such as it is, it is better than nothing, considerably. The pressman doesn't do so bad on his end, and, as will be seen by the two advertisements which appear on the front page (Exhibit 7) the ad compositor is a neat workman.

✧ ✧

Not so good a sheet in any respect, perhaps, among these Hennepin County weeklies reviewed thus far in this instalment, is this Wayzata Reporter; but it is the most prosperous of all. A newspaper, however, that will

## Hennepin County Enterprise

Exhibit 7

litter up its initial page with so many displayed advertisements, and make up even these with almost four picas of space between one ad and the next following, can't expect a great deal of approbation from this quarter.

The make-up of the balance of this sheet, too, is just as positively wrong as it possibly can be; but the contents are fairly good, although I am inclined to imagine that even these could be greatly improved, both in quantity and quality. I have seen much worse advertisements than some of these in the Reporter, and the same statement is true of the presswork, but it is doubtful if great pains are taken in either of these respects.

Now, in conclusion, I sincerely hope that the makers of this sheet, on reading this criticism, if perchance it should come within their range of vision, may thereupon

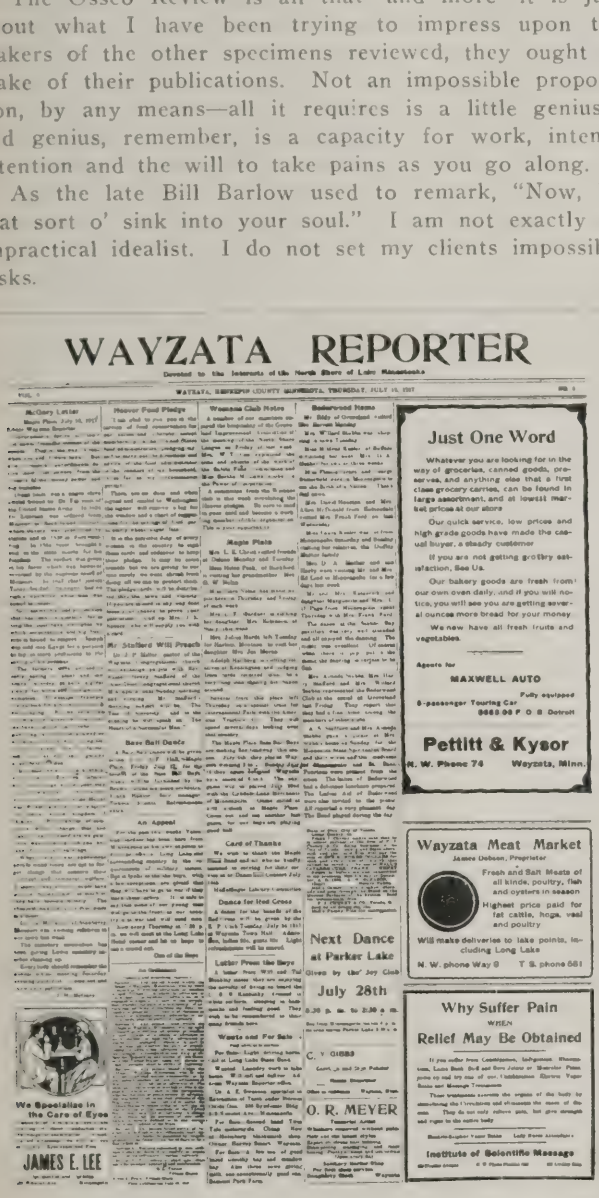
resolve to make of the Reporter a better product—better in editorial work, better in contents, in typograhy, in news features, and in mechanical make-up—better in every way—and then favor me with a sample of the improvement.

✧ ✧

It affords me pleasure to be able to say that here at last I have a paper which verifies the flattering statement with which I begun my examination of this bunch of Minnesota newspapers—namely, that the Gopher State press is something to be proud of.

The Osseo Review is all that—and more—it is just about what I have been trying to impress upon the makers of the other specimens reviewed, they ought to make of their publications. Not an impossible proposition, by any means—all it requires is a little genius—and genius, remember, is a capacity for work, intense attention and the will to take pains as you go along.

As the late Bill Barlow used to remark, "Now, let that sort o' sink into your soul." I am not exactly an impractical idealist. I do not set my clients impossible tasks.


WAYZATA REPORTER

Devoted to the Interests of the North Shore of Lake Minnetonka

Just One Word

Whatever you are looking for in the way of groceries, canned goods, preserves, and anything else that a first class grocery carries, can be found in large assortment, and at lowest market prices at our store

Our quick service, low prices and high grade goods have made the casual buyer, a steady customer

If you are not getting grocery satisfaction, See Us.

Our bakery goods are fresh from our own oven daily; and if you will notice, you will see you are getting several ounces more bread for your money

We now have all fresh fruits and vegetables.

Agents for

MAXWELL AUTO

Fully equipped

5-passenger Touring Car

$668.00 F. O. B. Detroit

Pettitt & Kysor

N. W. Phone 74 Wayzata, Minn.

Wayzata Meat Market

James Dobson, Proprietor

Fresh and Salt Meats of all kinds, poultry, fish and oysters in season

Highest price paid for fat cattle, hogs, veal and poultry

Will make deliveries to lake points, including Long Lake

N. W. phone Way 9 T. S. phone 681

Next Dance at Parker Lake

July 28th

Given by the Joy Club

Why Suffer Pain

WHEN

Relief May Be Obtained

O. R. MEYER

Institute of Scientific Massage

We Specialize in the Care of Eyes

JAMES E. LEE

Exhibit 8

My aim is ever to recommend such changes for improvement as I know by actual experience, of myself and others in the calling, are wholly practicable. Take a look a this Osseo Review's front page. Isn't it a beauty? But, in what respect had the makers of this sheet an advantage over the makers of the several others reviewed in the preceding paragraphs.

Practically the same sort of material has been employed in all of them. The advantage and distinction comes through the way in which the material has been used. Note the regularity and neatness of all head-lines. Each of the various stair-step lines are as nearly equal in length as practical, and each inverted pyramid is of just the right number of words to give the proper form. And, taken as a whole, everything in this artistic page is uniform, consistent, and therefore attractive.

Note the care with which every detail has been attended to: The same amount of space in the same portion of each heading, the same space above the head-line and invariably the same amount below. These are the little things which make good printing. And the mechanical make-up of the two inner home-printed pages, as well as that of the back page, is strictly in accord with the correct scheme briefly outlined in a

THE OSSEO REVIEW

POTATO MARKET OPEN SATURDAY

DOLLAR MARKET PREVAILS

TO MOTHER

Don't WORRY FORGET-ME-NOT-DEAR-MOTHER IS NOT ALONE I'LL LOOK AFTER OVER HOME

TRAIN WRECKER IN JAIL; ADMITS CRIME

Frank Miller, Who Tried to Wreck the Midnight Flyer on July 4th, Captured by Railroad Detectives Yesterday

DANGER OF WAR ZONE ARE NOT SO NUMEROUS

WOMEN ARE ENLISTED IN HOOVER FOOD PLAN

TERRIFIC WIND AND HAIL STORM DOES MUCH DAMAGE

"NO LICENSE, NO MONEY"

CASE SET FOR AUGUST 2

COUNTRY PROGRESSES

PERSONAL ITEMS

GOVERNMENT EXHIBITS AND DEMONSTRATIONS

Exhibit 9

preceding paragraph, and as illustrated here by the reproduction of one of these pages as Exhibit 10.

Let the editors and publishers to whom I've been addressing myself exclusively in this instalment study this reproduction carefully, with a view toward emulating the example of correct make-up therein demonstrated. In the matter of contents the Review is also ideal, including the fine array of editorials. Editor Gosslin, everywhere, proves himself an able newspaper man. Advertisement composition is fine—simple and serviceable, and so is the press-work fine. What more in a modern home weekly is there left to be desired? So far as I am concerned, nothing.

✧ ✧

If the object of the Robbinsdale Tellit is to pose as a home weekly, then, it seems to me, it is an abject failure, for I have searched in vain throughout its entire eight pages for some bit of home news, but I can find none—not so much as one little, stingy local.

The front and back pages of this sheet are made up, evidently, of plate. The four inner pages are ready-printed. The fifth page is also of plate matter. Hence

THE ROBBINSDALE TELLIT
ROBBINSDALE, MINN., FRIDAY, JULY 27, 1917
GOVERNOR ORDERS CREATION OF NEW STATE GUARD UNIT
HOPE OF AMERICA FOR EARLY END OF GREAT WAR FADES
RUSSIANS ARREST ARCH-SPY, LEMME MAY BE EXECUTED
SUBMARINE BLAST KILLS FIVE
PLANS ARMY OF 1,700,000 MEN
STANDING OF THE CLUBS
GRAIN AND LIVE STOCK

the only page in the whole sheet on which I find a line of home-set matter is the fourth page—and this consists of three short editorials, fairly good of themselves, but not enough to ever set the North River afire.

What in the world a man can be thinking of to put out a paper like this is more than I can understand, and that anyone should ever be induced to subscribe for such a sheet is still further from my understanding. There is certainly nothing in it by way of information concerning local affairs, and that which it does contain is presented by the dailies, I dare say, some time in advance of this weekly's publication. The title of this publication is rather clever; but the deuce of it is, 'tis a misnomer—Tellit doesn't tell it. In most part, being plate, mechanically, of course, this paper is all right; and the press-work is good, also. The front page is shown as Exhibit 11. If I am ever privileged to look upon it in future, I sincerely trust it may be filled with home news.

* * *

## "WHAT PAPER CAN BEAT IT"

A copy of the Advocate of Laurel, Nebr., with the article printed herewith marked, has reached this office. It has occurred to the writer, that the encouraging talk, and the glorifying over the record made as to prepaid subscriptions, is one very good way of inducing delinquents and others to send in the cash for the paper. Members of a community like to know that every local institution is taking a leading place in business efficiency, besides, there is no power so great as that of worthy example. It is better to convince people that the great majority are subscribing and paying for the paper, than to keep at nagging delinquents or others. Try it and then hustle and make good. The foundation of a newspaper's success is a healthy, growing subscription list of paid subscribers.

The Advocate has a good bunch of subscribers at Dixon and every last man of them is paid up in advance; now, what do you think of that? With one exception (yesterday there were two), we can say the same of the Coleridge list, which is about the size of Dixon's; Belden, with a still larger list, has but one man not paid in advance—and he is only two weeks in arrears. Concord's list is smaller, but it doesn't owe a cent; Wayne and Carroll also present a clean bill, while Crofton has but one man who is in arrears; Newcastle, Orchard, and Brunswick have also met their obligations to usward. Who will be the next?

Naturally the Laurel list is the largest, by several hundred. Of all the people receiving the Advocate from the Laurel postoffice—by rural carrier or otherwise—only 30 are in arrears with their subscriptions, and 13 of these owe only from June 1st. We doubt if any country paper hereabouts can show a better paid up list. However, if you know your name to be among the 30 won't you please come in? We are ambitious to bring our list up to just where it should be as quickly as possible. We are proud of our list and we want you to help us get it into the best possible shape and keep it there. Besides, 30 subscriptions amount to $45.00, and that would help out quite a bit.

# MANUFACTURER'S NOTES

## MERGENTHALER SELLING MANY MULTIPLES

The Mergenthaler Linotype Company of New York City are doing a steadily increasing business in multiple magazine Linotypes for newspaper offices. The following plants have recently installed these machines:

Pine Bluff (Ark.) Daily Commercial.
Great Barrington (Mass.) Courier.
West Bend (Iowa) Journal.
Green River (Wyo.) Star.
Dallas Center (Iowa) Times.
Champaign (Ill.) Daily Gazette.
Marion (Ind.) Chronicle.
Milwaukee (Wis.) Journal.
Brush (Colo.) Tribune.
Tomah (Wis.) Journal.
Paducah (Ky.) News-Democrat.
Viroqua (Wis.) Censor.
Redfield (S. D.) Press.
Sterling (Colo.) Enterprise.
Okmulgee (Okla.) Democrat.
Albany (Mo.) Ledger.
Gatesville (Texas) Messenger.
Mitchell (S. D.) Republican.

### The Zent Tabular System

Attention is called to the advertisement appearing in this issue, of the Zent Tabular System for Linotypes or Intertypes, by the use of which tabular matter may be set most efficiently. The principle involved in the Zent System is the setting of figures or other characters on a vertical slug, casting the former in pairs. Over the regular keyboard of the machine an independent master keyboard is placed and special matrices are used in the regular machine. It is possible by this system to divide the columns of figures by vertical rules, thus giving an exact duplication of hand-set matter. The manufacturer claims that operation is so simple an apprentice can run the device, which is positive in action and absolutely under control of the operator and is "fool proof" as the mechanism is inside the case.

The attachment covers the entire range of tabular and ruled blank work, allows great speed and versatility and the quality of the slug obtained is equal to straight matter plus perfect alignment.

Further information regarding this valuable system may be obtained by writing to The Tabaline Company, Union National Bank Building, Troy, N. Y.

### Oswego Machine Works Growing

Another new building has just been completed at Oswego, N. Y., forming the latest addition to the steadily growing plant of the Oswego Machine Works, manufacturers of Cutting Machines for printers, bookbinders, lithographers, etc. The Company states that this will facilitate the speed of production of the Oswego Rapid Production Cutting Machines, which are now being made in much larger quantities than ever before owing to a constantly increasing demand. Specializing, as the firm does, on Cutting Machines, it prides itself on a product unexcelled in every respect and some recent contracts for these machines placed by the U. S. Government for the Department of Agriculture, for the Panama Canal Zone and for the Coast and Geodetic Survey seem to prove every claim the manufacturers make for the excellency of their product.

### New Hamilton Product

How closely the Hamilton Manufacturing Co. of Two Rivers, Wis., is anticipating the needs of even the smallest printshop is illustrated in their latest product, a truck for galleys, made in several styles to hold galleys of various sizes. The trucks are of both wood and steel construction and by their use it is possible to handle type pages or straight matter in large quantities without danger of pi. They also afford a temporary storage place between departments, and being arranged with numbers on galley opening, serve to keep the matter classified where it can be located quickly.

### Made in America

Some beautifully printed color specimens recently reached our desk, sent out by the Eagle Printing Ink Company, New York, printed with four-color process inks made exclusively from American dyes. Now that the question of dyes manufactured in America has apparently been solved, and ink makers are in a position to secure the right colors at home, it is sincerely to be hoped that the printer will get the benefit of the improved color situation which ever since the war has been a source of much trouble and annoyance to him.

### Increased Metal Demand

The Syracuse Smelting Works, Brooklyn, N. Y., manufacturers of Stanley process type metals, are doing a steadily increasing business with machine users which has forced them to recently add two additional furnaces.

### New Attachment to Thompson Typecaster

John S. Thompson, the inventor of the Thompson Typecaster, announces that his company is now putting out a new attachment for the casting of leads, slugs and rules, which he claims, eclipses all previous records, and is guaranteed to produce two-point leads at an average speed of 60 lbs. an hour, and 6-point slugs at the rate of 30 lbs. per hour.

The Thompson typecaster is well known to our readers, having been on the market for a number of years and any additional information regarding it and the new attachment may be obtained from the manufacturer, the Thompson Type Machine Company, Chicago, or the Mergenthaler Linotype Co., who have endorsed and are selling the machine.

* * *

The Miller Saw-Trimmer Company of Pittsburgh, manufacturers of time and money-saving Saw-Trimmers and Platen Press Feeders for printers announce the appointment of six additional men to their sales organization. These men and their headquarters are as follows:

Howard Farley, Atlanta, Ga.; George Halsell, Dallas, Texas; J. M. McAvoy, Boston, Mass.; Harry T. Miller, Troy, N. Y.; H. H. Walling, Los Angeles, Cal.; Geo. F. Wall, St. Louis, Mo.

A new branch show room has been opened at 191 High St., Boston, Mass., under management of Mr. McAvoy. A new branch show room will, at an early date, be opened in Dallas, Texas. In Los Angeles, Cal., a new branch sales office has also been opened at 354 S. Los Angeles St. In St. Louis, Mo., the sales office is located in the Fullerton Building.

The wonderful progress of the Miller Saw-Trimmer Company has necessitated a wider sales organization and the growth of their business promises even greater increase in the future

# EDITORIAL NOTES

ONE of the newspapers of America that is filled with patriotic sentiment and with practical suggestions as to how to promote the success of world democracy, is published in Steelton, Pennsylvania. It is "the only newspaper published in a town of 20,000 people." This paper, "the Steelton American," carries at its head the national shield surmounted by a defiant American eagle.

In the issue of Friday, August 3rd, editorial articles appear throughout the paper which must have had a very strong influence upon its readers in favor of putting patriotism to work, of offering more tangible expressions of their depth of feeling. Two of the articles are headed: "Stand Back of Our Fighting Men," and "Steelton should Organize a Big Home Guard."

This newspaper is filled with news of lively interest and contains a fund of other information which surely has had a welcome reception. The enthusiastic patronage of the trades-people is one of the noteworthy features of the publication. Several page, half-page and quarter-page advertisements appear in the sixteen pages of this issue and give evidence that the injunction, "Keep Advertising and Advertising Will Keep You," is followed by the enterprising merchants.

The paper is published by the Vernon family, with Messrs. T. R. Vernon, Jr., as business manager, T. R. Vernon, Sr., as editor and B. K. Vernon as owner. From an examination of the editorials, it is perfectly evident that this newspaper is strongly independent Republican in its policy. If the residents of Steelton do not appreciate their newspaper to the fullest possible extent, someone ought to tell them that they should do so, for it is certainly one of the best examples of what it is possible to do in the local newspaper publishing field that is to be found in the great State of Pennsylvania.

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"The Redwood Gazette" of Redwood Falls, Minnesota, is "published to promote the best interests of Redwood Falls and Redwood County." That this newspaper is successful in its declared mission is very evident from an examination of its issue of Wednesday, October 3rd. At the head of the editorial column appears the name of Bess M. Wilson as publisher, and for a practical demonstration of what a woman can do in the field of rural journalism, it is most satisfactory. The typographic display of the advertisements is of a high order, but the strong feature of the publication is surely the editorial page. One might expect that a woman would be more or less impractical in her dealings with public questions, but perhaps this is an inherited prejudice on the part of those who have come to think that men only are fitted to cope with questions of public nature.

Mrs. Wilson, as those who attended the Thirty-second Convention of the National Editorial Association at Minneapolis, learned, has developed the ability to give vent to a lively sense of good old-fashioned humor and this characteristic crops out in all of her writings. In reviewing what must have been a very successful county fair, Mrs. Wilson says:

"Honestly, now, wasn't it a corking good fair and aren't you just as proud as you can be of a board of directors that can put across so big an event with so little friction, and so few unpleasant features? After all, the success was not entirely a matter of weather, by any means, although, we are willing to admit that the old weather man kept all the cubs of his staff off the job and stood manfully by the wheel himself for the entire four days. But no amount of sunshine would have taken the place of the efficient team work of the Big Nine. They were all on the job and the public benefited thereby. If you haven't told them what an altogether splendid bunch they are we would suggest that you do it at once. Don't tell them the things you don't like—they are trained by past experience to look for those things in order to improve upon them next year, and they are a heap wiser, as we have personally discovered, than any of us wise side-liners who think we could tell them just how a fair should be run."

If any reader of the National Printer-Journalist is doubtful as to whether a woman can succeed in country journalism, he is referred to the case of Bess M. Wilson of Redwood Falls.

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The "Iron River-Stambaugh Reporter," of Iron River, Michigan, promoted the success of a county fair at Iron River in a way which must have been thoroughly gratifying to every member of the association, as well as to those who offered exhibits or who had concessions at the exhibition. In publishing a "county fair edition," the first page of this enterprising paper contained a plate feature border across the top and down the sides of the page, visualizing what the visitor might expect to see in attending the local exposition.

The neatly-printed pages contained many columns of advertising, all displayed skillfully and

with a result that surely brought substantial returns to the local merchants.

Mr. E. O'Brien, the editor and proprietor, is to be congratulated upon the success of his endeavors and every townsman in the prosperous district deserves felicitation for the fact that a newspaper of such enterprise and wholesome worthiness is published within the confines of Iron County.

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Oklahoma has many newspapers, but none published in the smaller towns of the State can excel "The Henryetta Standard." This newspaper of six column size, is filled with local news and contains advertising representing all of the business interests of the community. The managing editor and two associate editors are H. C. Fellows, Paul H. Fellows and Albert M. Fellows. That all of the Fellows are hustlers and are ever awake to the best interests of the town is a fact that is reflected in every page of the paper.

Mr. E. C. Fellows is the society editor and from the appearance of the pages, there is evidently nothing overlooked in the news field that is worthy of publication.

In addition to carrying a quantity of local advertising, this publication presents foreign advertising in substantial quantity and by that very fact demonstrates that "The Henryetta Standard" is recognized outside of the small city from which it is published.

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One of the oldest subscribers to this magazine is Mr. C. E. Nevin, publisher of the Laurel Advocate, Laurel, Cedar County, Nebraska. Mr. Nevin has a wide acquaintance in the membership of the National Editorial Association and often his counsel has been found of value at conventions of the craft. Mr. Nevin's able associate, Mrs. Nevins, by her active identification with the Laurel Advocate, has had much to do with its success and is deserving of a great amount of credit.

The Laurel Advocate, together with its worthy editors, is honored at home as well as abroad and an examination of any issue will offer evidence that the local merchants of Laurel appreciate their paper and are benefitting by the use of its advertising columns.

* * *

The preparations for war have quickened the civic consciousness in every community in the United States. Responses to the appeals of welfare movement of every description are surprisingly quick and enthusiastic. The perpetuation of this kind of public spirit will make of one nation all the heterogeneous races which now thrive under the Stars and Stripes. The effect will be to make democracy safe for the world, which is about as important as to make the world safe for democracy.

* * *

## NEWSPAPER PRINTING OFFICES SUBSTANTIAL

Printing shops come and go but the rightly conducted newspaper-printing office stands Gibraltar-like against all the winds of adversity. The Brooklyn Daily Eagle, The Evening Wisconsin of Milwaukee, the Red Wing, Minn., Republican are examples that come quickly to mind. The financial rating of these offices totals above $650,000 but that is only half of their real value.

They are the most enterprising and the most progressive members of the trade. By serving their local communities they are building year by year foundations that are substantial and permanent.

The ownership of properties like these, and in this great democracy there are thousands of the same character, may well be the envy of any man whose life may be viewed as "successful" by those who hoard money or count commercial gain as the one prize worth winning.

* * *

### COURSE IN JOURNALISM AT INDUSTRIAL SCHOOL, ABERDEEN. S. D.

A course in journalistic compostion has been added to the curriculum of the Northern Normal and Industrial School at Aberdeen, S. D., for the coming school year. Students enrolling for this work will be charged with the responsibility of editing and publishing the Weekly Exponent, the students' paper. Credit in English will be given. Paul W. Kieser, an experienced Dakota pewspaperman, will be in charge of the work.

The students of the English department have successfully gotten out an edition of the Aberdeen Daily American, doing all of the work in connection with the publication of the paper except the mechanical. English students in the advanced classes have also been assigned the work of covering the greatest Sunday School convention ever held in the state for the local and outside papers, winning much praise from the convention officials and the newspapers. The new course in journalistic composition will serve to make the work of the English department even more popular and practical.

* * *

**Pluck Wins.—James H. J. Lynch, Editor Sussex Register, Newton, N. J.**

"If your town needs cleaning up say so. If the social status of your community is on the downward trend and evils need blotting out don't be afraid to let the community know it. If you think there is crookedness in official circles 'clean the rascals out.'

The day has come when country weeklies must stand erect with plenty of backbone, and give the people the news, good, bad and indifferent. The struggle may be hard at first, but the ultimate returns will be sufficient recompense. If your district comprises only 500 persons they are just as much entitled to get the real news in their local paper as to read it in a city paper.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADE

Established in 1888 by Benjamin B. Herbert

Published Monthly by The Ravenswood Press
4610-18 Ravenswood Ave., Chicago, Illinois

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN S. HERBERT - - - - - - - - - - Editor
WILLIAM E. HERBERT - - - - - - - Business Manager

Official Paper of the National Editorial Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, ILLINOIS, OCTOBER 1917

The President of the National Editorial Association, Mr. H. C. Hotaling, of Mapleton, Minnesota, has addressed an interesting communication to nearly five hundred officers of press associations thruout the United States, urging their support of the National Editorial Association. Certainly everyone who is interested in the further success of his own business as well as that of the cause of organization effort should aid this movement in every possible way. If the reader is a member of a press association, it would be well for him to constitute himself a committee of one to see that his association shall indorse the membership plan advocated. Mr. Hotaling says:—

"During the past year the publishers of the United States have been face to face with many problems of serious moment to their very existence. They have been handicapped in securing legislation desired, in obtaining redress from the oppressions of the paper trust and in many other matters of supreme importance to the newspaper business. For the want of closer union, greater coöperation, they have been placed in close quarters. Their interests have been in jeopardy and are still in danger. Representatives of the National Editorial Association have gone into battle almost single-handed instead of in solid phalanx with the united backing of every publisher in the land. There is no reason why such a condition should exist. Newspaper publishers represent an intelligent class. They know the value of coöperation, of closer unity, but each lost in looking after his own individual interests forgets that in unity there is not only safety but success. We have hundreds of county and district associations, as well as state organizations in every state, but there is no connecting link between them and the National organization which must represent the interests of the whole, if anything worth while is to be accomplished.

"During the past year representatives of the National Editorial Association, who have stood on the battle front at Washington, have been brought face to face with the absolute necessity of having the backing of the publishers of the entire country if the desired results are to be secured. In numbers there is strength. As it has been, our legislative committee helped to save the publishers of the country something like $25,000,000 in bringing to a standstill the demands of the paper trust and making them, through the Federal Commission, back down in their demands. The paper question is still far from being solved; postage rates, revenue bills, the rights of the press and many other problems of great importance are under consideration. The success of their handling depneds largely on the coöperation of the state, district and county press associations. Millions of dollars of advertising are also within the grasp of the publishers if they will only work in closer union and "stick-brother-stick" for rates that are just to all concerned. A case in point is the compensation in sight for the publicity incidental to the present liberty bond issue. The National Editorial Association is on record "requesting remuneration for services required of them," and in a fair way to secure the distribution of over one million dollars for that purpose. With the coordinating of the state and district associations, a united fight could be made. Just such a fight as state and district associations put up locally for new laws and the preservation of laws enacted beneficial to the publisher. There is every reason why the publishers of America should have a closer organization and at the recent meeting of the National Editorial Association the way was paved for such a unity between the various newspapermen of America by enacting a clause providing for group memberships in the National Association. In other words, state, district or county associations may join the National Association on the wholesale plan by making an annual payment of 50 cents for each member in such association, and sending the names thereof to the Secretary of the National Association, who will enroll them as members of the National Organization, thus entitling each to all the rights of those who now pay the membership fee of $2.00" '

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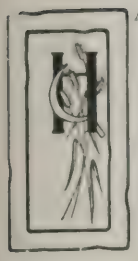
America's participation in the great world war has caused a number of changes in the graphic arts industry and has necessitated a readjustment to circumstances on the part of those who have thus far survived. The increased cost of materials entering into the production of jobs has been but one circumstance that has forced the manager of the printing-publishing office to effect radical changes. The draft and the attendant removal of workers from their customary employment, has caused a condition which in some offices has become quite serious. The breaking in of new help has been attended by difficulties which were unknown, but with the loyalty of the remaining workers, it has been possible to keep up and even excel in total output of product. In the larger cities the problem of getting cheaper help, such as errand boys and apprentice workers, has been unusually difficult. The manner in which the printing and publishing industry has pulled thru thus far reflects credit upon everyone engaged in the work. All war is wrong, but some of the results of participation therein on the part of the Nation are very much worth while. Aside from the consideration of the development of patriotism, there is the one that men learn what it is possible for them to do under the strain of necessity.

# THE SCHOOL FOR APPRENTICES OF THE LAKESIDE PRESS

**"He that hath a trade hath an estate and he that hath a calling hath an office of profit and honor."—*Franklin.***



HAS the reader ever stopped to think just what these words mean as applied to the printing business? How many lads have gone into print-shops expecting to "learn it all" in a few years, and after those few years gone to some other shop only to learn that they were wholly unqualified to do the work they were supposed to understand? Or how many employers have put on bright boys with the expectation that they would become competent printers in a few years simply because they were working for So Good & Co., only to find in after years that no progress was being made? In short, they possessed no estate, no office of profit, no honor; and yet what else could one expect from the "let the devil show him" policy which prevails in most shops.

Years ago, Mr. B. B. Herbert in the columns of this magazine called attention to this state of the apprenticeship question and seven or eight years ago published an article relating to a school for apprentices which had then but recently been established by the Lakeside Press of Chicago. No doubt the readers of the National Printer-Journalist will be interested to learn more of this institution after the test of years has proved its usefulness.

The idea of a special training school was suggested to the Donnelley concern by a study of the system of training apprentices in the office of the Chaix Printing Company, of Paris, France, which nearly sixty years ago established a school for training its apprentices.

It was natural, as a phase in its development, that a school for training men to high efficiency should be organized. In the rapid growth of the printing industry it became evident to the management that the old methods of training apprentices were not suited to modern conditions.

The school for apprentices of The Lakeside Press was established in July, 1908.

The school is organized to meet the demands both of the employer and of the apprentices. This is a problem in industrial education that is now being attempted by many firms, and is in direct line with the half-time courses offered by a few high schools in coöperation with manufacturing concerns. The advantages in this school are: first, the boy is learning a trade after he has entered the business and becomes familiar with the needs of the trade; second, he receives wages while he is learning his trade; third, the work is real, not theoretical; fourth, the boy is under the supervision of an instructor during the time of his shop work.

The object of the school is to train competent workmen for the several departments of the establishment—workmen who will have a thoroughly practical and theoretical knowledge of the business, some of whom, by careful selection, will be able to fill responsible positions in the factory or the counting-room. The secretary of the French school has said in regard to the effect of the school and its value to the company: "It has increased the quantity, quality, and artistic value of the work of the company. All our student workmen are so much more valuable to us that we consider the heavy expense incurred in maintaining the school, with the necessary teachers the materials, etc., as insignificant when compared with the effects such instruction has upon the value of the workmen."

A special room is provided for the school, one part being equipped as a modern schoolroom and the other part as a model composing-room. In the school the boys are under the direction of instructors who devote their entire time to the school; the supervisor, who teaches a part of the academic work and has general oversight of the boys in the factory; the instructor, who has direct charge of the academic work and assist the supervisor; the instructor in printing, who has charge of the trade instruction in the school; and the instructor in presswork, who has charge of the apprentices in the pressrooms.

The requirements for admission are that a boy must be a grammar-school graduate between fourteen and fifteen years of age—the nearer fourteen the better. The boy's school work must show good standing in his studies, and when deemed necessary a physical examination will be given. The boy must be of good moral character, he must be desirous of learning the printing trade, and his parents or guardian must promise to cooperate with the school in looking after his welfare.

The course of apprenticeship is divided into two periods: first, that of pre-apprenticeship, for the first two years, during which time the boys spend half time in the school and half time in the factory; and second, that of apprenticeship, when the boys spend full time in the factory, with the exception of several hours each week when they attend the school.

The boys are paid $2.40 a week the first year, and $3.00 a week the second year, of the pre-apprenticeship period. This rate is 10 cents and 12 cents an hour, respectively, for the time actually spent in the factory during the two years. In the school the instruction and all materials used are furnished free.

Beginning with the third year the boys are paid $5.00 a week, and an increase of $1.00 a week is given every six months until the rate equals journeyman's wages in the department chosen. Two special raises of one dollar each are given during the apprenticeship for efficient service.

Beginning with the second year of the apprenticeship, an additional $1.00 a week is deposited in The Lakeside Press Mutual Savings Association on a joint account of the firm and the apprentice. The money draws interest, compounded quarterly, and accumulates and is paid the apprentice upon the completion of his apprenticeship. This money is a bonus and is no part of the regular wages. Two weeks vacaton, with pay in advance, is allowed each boy whose average standing for the year is 95 per cent or above.

Mathematics is taught from the shop point of view, and accuracy becomes not merely the idea of getting the answer, but is absolutely necessary when applied to practical work. Arithmetic is reviewed from the factory side. An Applied Arithmetic has been prepared to be used in connection with the review work. Elementary bookkeeping is taught by means of lessons especially

arranged for the printing-office. The elements of algebra and geometry are taught, and whenevr possible the problems are applied to the trade. Every apprentice is required to read and review at least six books of standard literature each year.

The pre-apprentices spend one and three-quarters hours daily doing academic work; this time is divided into two periods, and the lessons given are in design, English, and mathematics, alternating with history and elementary science. The lessons in design are applied in the written as well as the printed work, in all the different subjects. Every exercise is a lesson in English. The rules laid down for good book work are followed in all written work. Proof markes are used in correcting all exercises, and the marks are definite and easily understood. No poor work is accepted, and as all standings for vacations and bonuses are time-basis records, the boys learn to do good work in a reasonable length of time.

The pre-apprentices spend one and three-quarters hours daily in the school room, setting type, reading proof, and locking up small forms; the lessons are carefully graded, and each boy is treated as an individual, being advanced as fast as he is able to do the work. The boys are taught how to take proofs, and they learn to know that good proofs must show the type correctly placed upon proper paper of uniform size, reproducing every character in an even color, and that proofs must not be soiled. The boys also learn to recognize the compositor's ideas of good display in the proofs taken in the factory. As the standard is high, and there is a carefully estimated time on each job, the apprentice soon learns to apply himself and do the work right at the beginning. The habits of work are probably more important than the work itself, for one who has become efficient in one thing readily learns to become efficient in doing other things.

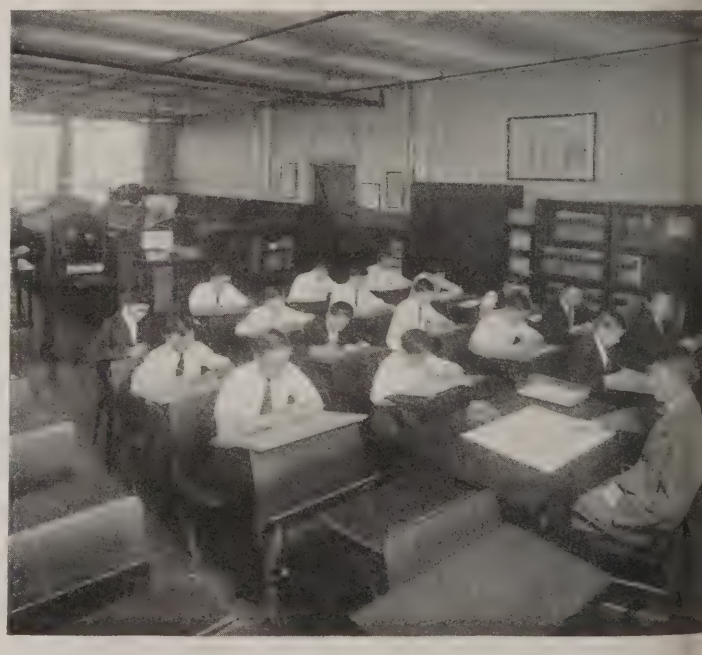
The printed page shows errors that are not readily seen in written work, and it thus becomes a means of teaching English. When the student has completed his exercises he is given commercial work, for only by real work can he learn to become a skilled workman. Work intended for the waste-basket has little educational value, and makes but little impression upon the learner, for he sees only wasted effort.

The boys work in relays in the factory, and are given work in the different departments in order that they may learn something of the various branches of the trade, and ultimately select the particular department they will enter and the line of work they will follow as a trade. The hours spent in the shop teach actual factory methods, and gradually accustom the apprentices to factory work—a thing difficult for many boys to learn.

When the pre-apprenticeship course is completed, at the end of two years, the boys, then sixteen years of age, enter the factory as regular apprentices to learn some one of the trades in the different branches of the printing business. During the pre-apprenticeship course they become acquainted with the various departments, and with this knowledge are able to select the line of work for which they are best fitted. The boys are under supervision during the apprenticeship period, and are scheduled for a definite time to each of the different lines of work in the trade selected, and are given every opportunity to learn the trade as a whole.

The academic training, begun during the pre-apprenticeship course, is continued during the apprenticeship; the boys attend school for several hours each week during the entire course and receive regular pay. The courses of instruction advance, and new subjects are added as the apprentices master the work. Much attention is given to designing: layouts for jobs are made, and when carried out in type are carefully criticized. Mechanics, industrial history, English, hygiene, and economics are given, thus training good citizens as well as producing thorough, reliable, and efficient workmen.

The apprentices in the composing-room who are proficient in hand composition, and who desire to enter the linotype department, are given an opportunity to become machinists or operators. The fundamental knowledge gained in the composing-room enables the operators to maintain high efficiency, as the preliminary training in correct spacing, division of words, punctuation, and capitalization results in good work, and little time spent on corrections. The same opportunity is given apprentices to enter the monotype department as



s given to enter the linotype department, and several of the boys have chosen this work and are learning to become monotype machinists. The training in handling type is of great value to the young men operating machines, as they know the importance of good justification.

Bookbinding today, on a large scale, is a machine operation; most bookbinders become machine operators. As in all trades, there is still need for all-round workmen, able to do high-grade hand work, and the apprentices in the bindery are required to learn the various operations of forwarding and finishing books before they are allowed to learn to operate the machines.

The apprentice who enters the pressroom begins work slip-sheeting, to learn to handle paper without ruining the printed sheet, either by soiling, breaking, or offsetting. After he becomes proficient in this he helps about the press, and is given a chance to practice feeding on a machine kept for that purpose; he learns to start and to stop the press, to wash the form and the rollers, and to feed a sheet to register. He then is ready to help on the presses as substitute, and when competent is assigned to a press as feeder.

When the apprentice becomes a first-class feeder he is given a special raise in salary, and the next step forward is to make ready. As a feeder he learns to help the pressman, and in time is given a chance to assist in make-ready on small type forms. He gradually learns to handle more difficult jobs, and is taught presswork by an experienced pressman.

The boys who enter the photo-engraving or art departments have an opportunity to study any one of the lines of work carried on in those departments. The photo-engraving apprentices may choose to be either photographers or engravers, or they may specialize in any particular branch of this work. The art department affords an opportunity for the students to do retouching, lettering, commercial designing, and illustrating.

The lithographic, photogravure, and offset department offers excellent opportunities in a comparatively new field to boys who wish to learn to operate the presses, or to learn to be transferrers.

Instruction in applied design, lettering, the theory of color, and its practical application to printing, is given in the school. As far as possible, commercial work is given, making the boys realize that only good work will be accepted, and that to become efficient workmen they must center their attention upon the work in hand. The present-day industrial education is really an art education with an industrial turn, and the best guide toward an art education is producing something that everybody wants.

The library includes all the principal works on printing and the allied trades and a fine set of the great works of fiction in the best editions. Samples of the work done in American, English, French, and German schools are on file and available for study.

**Course of Study for Pre-Apprentices**

**First Year, Academic.**—Applied Arithmetic, Algebra, English, Science, Physical and Commercial Geography, Physiography, Hygiene, Proof-reading, Signs used in Printing, Type, Paper, Drawing, both free-hand and mechanical, Lettering, Type Design, Page Design Color.

**First Year Trade.**—The Beginner, Spacing, Justification, Taking Proof, Correcting, Lock-up, Distribution, Indenting Paragraphs, Poetry, Initial Letters, Indentation.

**Second Year, Academic.**—Geometry, Bookkeeping, Business Forms, Elementary Mechanics, English, History, Civics, History of Printing (development), Printing in England, Printing in America, The Printing Press—platen, cylinder, rotary and offset, Plates, Composition, Lay-outs, Design Color.

**Second Year, Trade.**—Making a Book, Engravings, Tabular Work—theory, Tables without Rules, Tables with Rules, Job-work, Title Pages, Booklets.

**Course of Study for Apprentices**

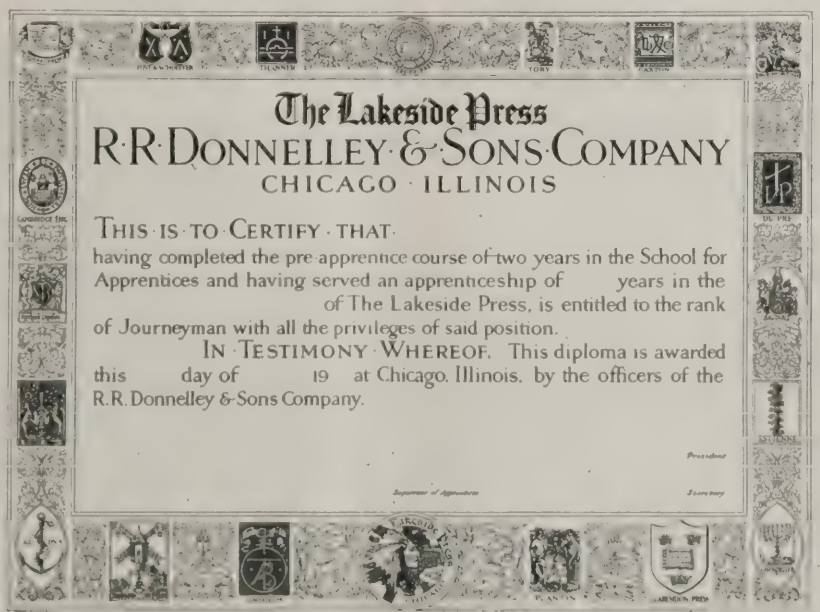
**Composing-Room, Academic.**—Mathematics, Applied Geometry, Mechanics, English, Writing, Binding, Printing Processes, Paper, Lay-outs, Designing, Photo-engraving, Color.

**Composing-Room, Trade.—First Year.**—Principally non-productive, handling materials, distribution, plain composition. **Second Year.**—Composition, tabular and catalogue. **Third Year.**—Composition, job, catalogue and make-up. **Fourth Year.**—The apprentices are finally worked into the department for which they show the greatest interest and aptitude. Operators for linotypes and monotypes selected. **Fifth Year.**—Specialization in the department selected. Lay-outs to develop originality and character in their work. As journeymen, placed in the department where they show highest efficiency.

**Press-Room Technical.**—Presswork, The Press, History, Mechanical Drawing, Character Building.

**Press-Room Techinacal.**—Presswork, The Press, Form, Stock, Ink, Feeder, Pressman, Make-ready, Colors.

**Binding.**—The academic work covers about the same field given the apprentices in the other departments and is based upon the work done in the pre-apprentice class. The technical work includes practical exercises on the materials used in binding including cloths, papers, leathers, boards, glues, pastes, gold, foils, thread, tapes, cords. The trade work covers the various operations of forwarding and finishing, starting with the printed sheets as delivered from the pressrooms and continuing until the completed books or pamphlets are sent to the shipping room. The principal operations are: folding, bundling; end sheeting; gathering; smashing; sewing; trimming;


The Lakeside Press
R·R·DONNELLEY·&·SONS·COMPANY
CHICAGO·ILLINOIS
THIS·IS·TO·CERTIFY·THAT
having completed the pre-apprentice course of two years in the School for Apprentices and having served an apprenticeship of years in the of The Lakeside Press, is entitled to the rank of Journeyman with all the privileges of said position.
IN·TESTIMONY·WHEREOF. This diploma is awarded this day of 19 at Chicago, Illinois, by the officers of the R.R. Donnelley & Sons Company.

gilding; rounding backs; lining and head banding; case-making; casing in; pressing; examining; wrapping.

**Photo-engraving, Academic.**—Covers the same general outline as given in the other courses at the same time. Several of the students also study chemistry.

**Photo-engraving, Technical.—Commercial Photography.**—Preparing Chemicals, Interior and Exterior Views, Copying, enlarging reduction; **Line Photography.**—Preparing Chemicals, focusing, Sensitizing, Exposures, Developing, Intensifying, Cleaning; **Half-tone Photography.**—Preparing Chemicals, Focusing, Sensitizing, Adjusting, Screen, Exposure, Developing, Cleaning, Intensifying; **Printing.**—Mixing Chemicals, Stripping; Polishing Metal, Coating, Printing, Rolling up, Washing and Developing, Burning in; **Etching.**—Spotting, Flat-etch, Staging, Re-etching, Powdering, Burning in; **Finishing.**—Burnishing, Outlining, Trimming; **Drawing.**—Illustrating, Designing, Lettering, Pen and Ink, Wash, Air Brush, Colors.

The Third Annual Graduating Exercises of the school were held Wednesdany evening, Oct. 3rd. About 400 employes and members of the firm with their families and friends attended. Fifteen pupils graduated; four cylinder pressmen, two offset pressmen, two printing house administrators, one bookbinder, three compositor-linotype operators, two compositors, one compositor-proofreader.

The address to the graduates was delivered by Prof. Rollin D. Saulisbury of the University of Chicago.

# National Editorial Association
# Business Administration Department

Conducted by the President of the N. E. A.

**"If the publishers would only get together they could conquer the world."—Paul R. Goddard, President Peoria District Press Association, Washington, Illinois.**

With 20,000 members the N. E. A. could build its own paper mill.
With 20,000 members the N. E. A. could have something to say about the Government printing envelopes.
With 20,000 members the N. E. A. could command the attention and respect of Congress.
With 20,000 members the N. E. A. could cause the Liberty Bonds to be over-subscribed.
The real question is are you helping to get the 20,000 members by having your state association join the National in a body?

The editors of North Dakota recently organized The Publishers Mutual Insurance Company and proposed carrying their own risks. Mutual insurance companies in other lines of business, especially the hardware trade, have been very successful.

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Oregon, Idaho and Washington State Associations are to co-operate in an effort to bring the 1919 National meet to the Pacific Northwest. And Montana with its Yellowstone Park trip is to be heard from.

✧ ✧

Arkansas wants the National meeting next June, but the date will not be decided until after the first of the year. They have organized a committee of arrangements and are already making plans. The committee consists of Gov. C. H. Brough, T. E. Wood, E. C. Funk, Earl W. Hodges. E. W. Buckley, John A. Riggs, Roy L. Thompson, Frank N. Henderson, W. M. Ebel and R. O. Schaefer. Those who were at Minneapolis will recognize these names, and having seen the boosters on the job, know what they will do next summer.

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Senator Johnson, a prominent member of the N. E. A., is an announced candidate for lieutenant-governor of Texas, a position at one time filled by Will H. Mayes, a past-president of the National Editorial Association.

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A number of the State Associations could increase their membership very materially by offering a combined membership of the State and National at say $2.50 per year. That is a bargain that few newspapermen would turn down.

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Among the men who have made personal response endorsing co-operation with the N. E. A., have been Will H. Watson, of the Donora Publishing Co., Donora, Pennsylvania; Benjamin Bros., of Nevada, Iowa, and F. M. O'Furey of Mapleton, Iowa. They are loyal boosters and send their $2 each to join the association.

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The first editorial association to signify that it would unite with the National as a unit is that of Nelson County, North Dakota. They are live wires and also gave a boost toward helping to have the handling of the Liberty Loan advertising placed on a business basis. They were followed closely by the Suburban Press of Chicago.

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Past-Presidents Henry Branson Varner of North Carolina, H. E. Tomlinson of New Jersey and John Clyde Oswald of New York, are all interested in the plan to unite the publishers of America into one solid phalanx. Ex.-President Varner, who has been on the firing line at Washington. says: "We can accomplish anything that we want to accomplish that is right if we will only get together and stick together. In all the fighting that has been done in Washington during the last twelve months it has been done by a few men and a few people have paid the expense. The fight is not over by any means. In fact, the fight will never end." These statements are significant and if we are to win we must work and work together. Get your state association to unite with the National. Don't put it off. Do it now.

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The Texas Press Association are to consider coming into the National as an organization October 20th. With such loyal workers as Sam Harbin, Sherwood Spotts, Senator Johnson, J. H. Lowry and last, but not least, Lee J. Rountree, we feel certain that the publishers of the Lone Star State will line up shoulder to shoulder with those of the North Star State in boosting for a National Association with 10,000 yes, 20,000 members.

# REVIEW OF JOB PRINTING

Address all Communications to Alfred R. Gardner, 4610 Ravenswood Ave., Chicago, Ill.

I WAS born among the pines of Wisconsin in the early seventies, where my younger days were spent to the usual accompaniment of old maids, preachers and Sunday-school teachers, with an occasional printer thrown in—to give variety, possibly—for, as I look back upon those scenes, he seems to have been a character.

My first memory of a print-shop goes back to the time when I sat on mother's knee at our parlor window one cold winter night and watched the only three-story brick in the village go down in the most magnificent bonfire I had ever seen. In this building was housed the village printing, and close beside was a little alley through which we kids made a short cut to the main street of the town; so to us, the place was sort of a landmark, and after the fire, an eyesore because of the debris which made it dangerous, and to us forbidden ground. Some of the material was saved, but the old Washington, either too big for the amateur firemen, or because the heat was too intense, went down in the wreck. The editor, while the object of solicitude from all townspeople in my young eyes, became a hero, and the print-shop has since possessed for me a fascination impossible to resist.

My education was obtained in the public schools of Wisconsin and Iowa, to which state my parents removed when I was about ten. In 1888 or '89, while still in school, I got a first taste of printing, having purchased a small outfit. This opened the way to larger opportunities, and some of them were grasped—some slipped by. At this time, too, I did considerable writing—a little of it good, most of it not. As with most printers my paths have not all been on velvet. At one time I tried being a machinist and model-maker and it took over four years to bring about a realization of the beauty of the first love to which a return was made with renewed vigor and much added experience.

Sometimes, too, events over which one has no control, make it seem advisable to change occupations, and so after a few more years at printing I spent nearly four years in the electrotype foundry—time well spent, in which a fund of practical knowledge was gained, which it is the good fortune of but few printers to possess; but still time spent in a most disagreeable occupation, with which I broke at the first opportunity and grabbed for the old saddle.

My experience with the printing game also includes the country newspaper and job shop. Here I enjoyed all the privileges of the printer-newspaper man from meeting the honest country folks to dabbling in petty local politics and from setting and making ready for some extra nice job to preaching sermons for the benefit of the devil, who apparently wished to depart in different directions at one time by the gasoline-kindling route, without due respect for the rest of the crew.

But why more of this stuff? Most of us care little for the work man has done—while he is alive—except in so far as it fits him for future usefulness; and of the future our work alone can answer.

During the past twelve years I have worked in the job and catalogue composing rooms of such firms as The Franklin Co., Binner-Wells Co., and Toby Rubovitz, all of Chicago; and in conducting this department will endeavor to bring to it some of the information, which it has been my good fortune to obtain, in such shape that it will be useful and interesting to readers of the National Printer-Journalist.

We will endeavor to make our criticism of work submitted constructive; to show, if possible, where the printer can improve his work, with his present materials, when these are sufficiently known to form a basis for judgment, and also to show how a maximum improvement may be made with a minimum investment, while it will be our aim to foster artistic printing of the best quality (which is the writer's hobby), we will also demand that it be thoroughly practical as well. In other words we will distinguish between the birds—the real printers—and the butterflies.

Some introduction may have been necessary

in taking hold of this department (most editors try to make themselves believe it essential)—so here it is. Now, who are you? Where are you? We will be glad to get acquainted with you and your work. That acquaintance will be of mutual benefit, and while you are thinking of it, write, or when the hum-drum of affairs oppresses you, relieve the strain by writing to this department with some of your samples or your troubles, or whatever you think might be interesting to those engaged in the mechanical side of the printing game.

ALFRED R. GARDNER.

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The Electro-Tint Engraving Co., Philadelphia, Pa., is making a strong appeal to printers for their "electro-tones," a specially prepared halftone for printing on uncoated stock. Some of the specimens shown are excellent. Printers and engravers have been trying for years to print halftones on non-coated and rough surface stock, but only recently have the efforts been successful enough to warrant the ordinary printer looking into the subject.

Several engraving houses are now making deep-etched halftones suitable for this work. The copy selected should not contain minute detail to secure the best results. Very little make-ready is required, but all the impression you can carry. The packing, from draw-sheet to cylinder, must be hard—as hard as you can make it. Put a press-board directly under the draw-sheet, or near it, and the overlays under the press board. Very slightly build up the deepest shadows and cut out the brightest high lights only. Use ordinary ink. One process for doing this work and which is patented, uses metallic overlays covered with an elastic material to compensate for the uneven thickness of stock.

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The Cincinnati Ben Franklin Club sends to its members and friends a series of reminders, which in addition to being excellent examples of the typographic art, are worth reading by any member of the craft. We are reproducing two of them. Both are printed in black ink on a fine quality of Italian made, laid deckle-edge stock, size when folded 5¾ x 9. The color of the stock for the July number was India tint, and that for August old rose.

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The cover of the Linotype Bulletin for September is a good example of what can be done in the way of ornamental design in shops using machine composition. It is made up of a combination of fine Benedictine ornaments and Linotype rule and printed in three colors.

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Attractively designed and well printed is an elaborate program and ticket for the Fourth Annual Outing of the employes of the Munro & Hartford Co., 416-22 W. 33rd St., New York. which took place Saturday, June 23rd. The job was planned by Jay Ahl, foreman, and

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"A book without attest was like a bit of silverware without the official stamp; it might be good, it might be bad, but the latter conclusion was reached oftener."

—De Vinne

IN the olden times, as today, there were careful Printers who tried to make their work as nearly perfect as possible, and careless Printers whose only thought was to deliver the job and get the money. The buyer of books soon discovered that there could be a great difference between two editions of the same work, and, therefore, began to look for the imprint of some reputable Printer as a guarantee of accuracy.

Thus the imprint served two purposes: First, it made the Printer live up to the quality of work for which it stood. Second, it identified his work for the buyer and advertised his work to the buyer's friends.

Today the imprint on commercial printing has a similar two-fold value. A Printer who puts his name on his product is continually striving to do better work. And, if the work is worthy of such identification, each piece becomes the best kind of an advertisement—an actual sample of the Printer's ability.

To make his work worthy of an imprint the Printer first should decide upon the particular line of work for which he is best equipped. A perfectly printed shipping tag is more deserving of an imprint than a poorly printed Bible. Then he should develop his facilities until his work attains the degree of excellence with which he is willing to associate his name.

Subjects such as this, which deal with general business policy and business growth, are discussed and studied in the Cincinnati Ben Franklin Club as well as matters of detail such as cost accounting and estimating. Active participation in the club is a continual stimulus in directing the energy of a shop along the most natural, and, therefore, the most profitable channels and is a continual education in the ways and means of making that energy produce a quality of work that one is proud to mark as his own. The next meeting is Thursday, July 26th.

## Why I Participate *Actively* in the Cincinnati Ben Franklin Club

Compiled from the Answers of a Dozen Members

1. I consider it a duty to help the organization that is working for the betterment of the craft from which I derive my livelihood.

2. I want to know my competitors and I want them to know me so that I can count upon their help in all matters pertaining to the general good of the business.

3. I want to know the trend of costs and prices so that I can pay my help what they deserve and get for my work what it is worth.

4. Through figures supplied by members my clerks receive practical education in cost accounting and estimating in the Ben Franklin classes.

5. The interest of members in the Credit and Collection Department keeps up-to-date the ready information that protects me from bad debts.

6. Through the Employment Department I keep in close touch with the local labor situation and secure the kind of help I want.

7. The Club is a clearing house for all matters affecting the welfare of the Printing Industry so that the contribution of my ideas and experiences secures for my use the contributions of all the other members.

The Cincinnati Ben Franklin Club has something of interest and value to you. Maybe you never make a mistake in estimating. The Club has many other departments that will help you. Maybe you are never troubled by the labor problem. The Club is much more than an employment bureau. Maybe your customers all pay their bills promptly. Helping with credits is but one of the Club's activities.

Attend the next meeting, Thursday, August 30th, and you will find that *active* participation in the Club brings returns distinctly worth while.

the hand coloring done by Oliver Miller. If we may judge from the program, the affair must have been a first-rate success.

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From "Biggers, The Printer," Houston, Texas, we have received several samples, one of which, on 8½ x 11, four-page mailing folder, with two testimonial letters, tipped in, is very commendable and we would like much to show it here, but the color scheme would not permit of photographic reproduction and do the job justice. His appeal, however, is good enough for all to read and we reprint it below:

"A printer can save a little on ink, cut a little on paper, and renig a trifle on count, and get by with it for awhile, but Nemesis is on that man's trail and he will be forced to continually hunt new customers."

"When I opened my little shop in Houston a few years ago I had great hopes of securing the confident patronage of a select list of customers. I adopted then, and have constantly adhered to, a policy of fairness in my dealings, and am free to confess I do not deal with those who do not treat fairly with me.

"The reward of that policy has been the patronage of the most loyal customers one ever had, and I am sure this shop enjoys their confidence to a degree seldom, if ever, equaled.

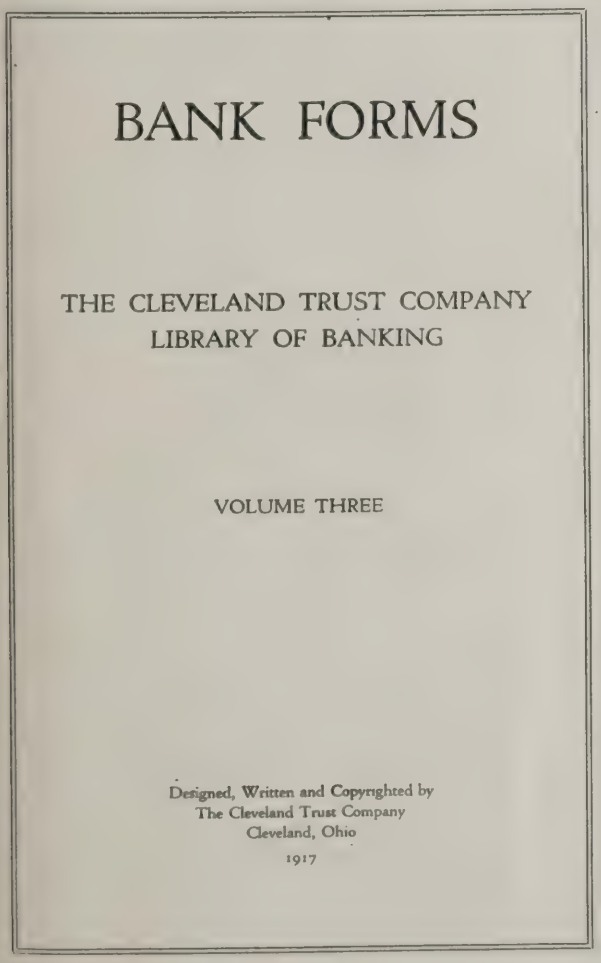
"I am not asked for a price on one job out of a hundred.

"I have the same list of customers month after month—with a good one added now and then.

"I have found it unprofitable to "bid" on jobs, but am always glad to give an approximate charge.

"I am not the cheapest printer in Houston, but my patronage comes entirely from those successful business people who know the full purchasing value of every dollar they spend.

"BIGGERS THE PRINTER."




The Cleveland Trust Co., Cleveland, Ohio, submits several booklets, all good, but, one entitled, "Bank Forms," is of more than ordinary merit. The cover is in red and gold on white; the design good and the printing well done. The body of the book is tastefully gotten up and the presswork excellent.

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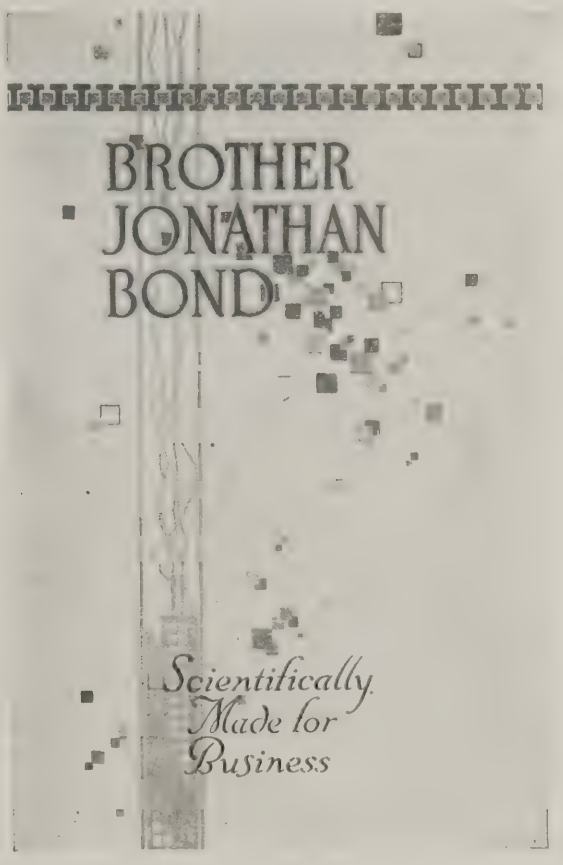
The West Virginia Pulp and Paper Co., Chicago, have sent to their trade a new price list of standard book papers with weights or thickness on the new substance basis. This system will prove of great convenience and economy to printers as soon as it is universally adopted.

✧ ✧

The Strathmore Paper Co., of Mittineague, Mass., in advertising their parchments and bonds for office stationery, say, "Look into your Letter Factory—Be sure you aren't hurting your finished product by skimping your raw material. As in any other manufacturing process, from making steel rails to vegetable soup, you can't take 'good' out of the kettle unless you put 'good' in." Printers, can you show your customers, if need be, how true this argument actually is?




"Brother Jonathan Bond—Scientifically made for business," is the title of a very attractive sample book of this well-known stock recently sent out by J. W. Butler Paper Co. The book is made up entirely of Brother Jonathan Bond, the body showing all the different weights and colors; the cover is made from 17 x 22-28 with a Chinese fold around a filler to give it stiffness.

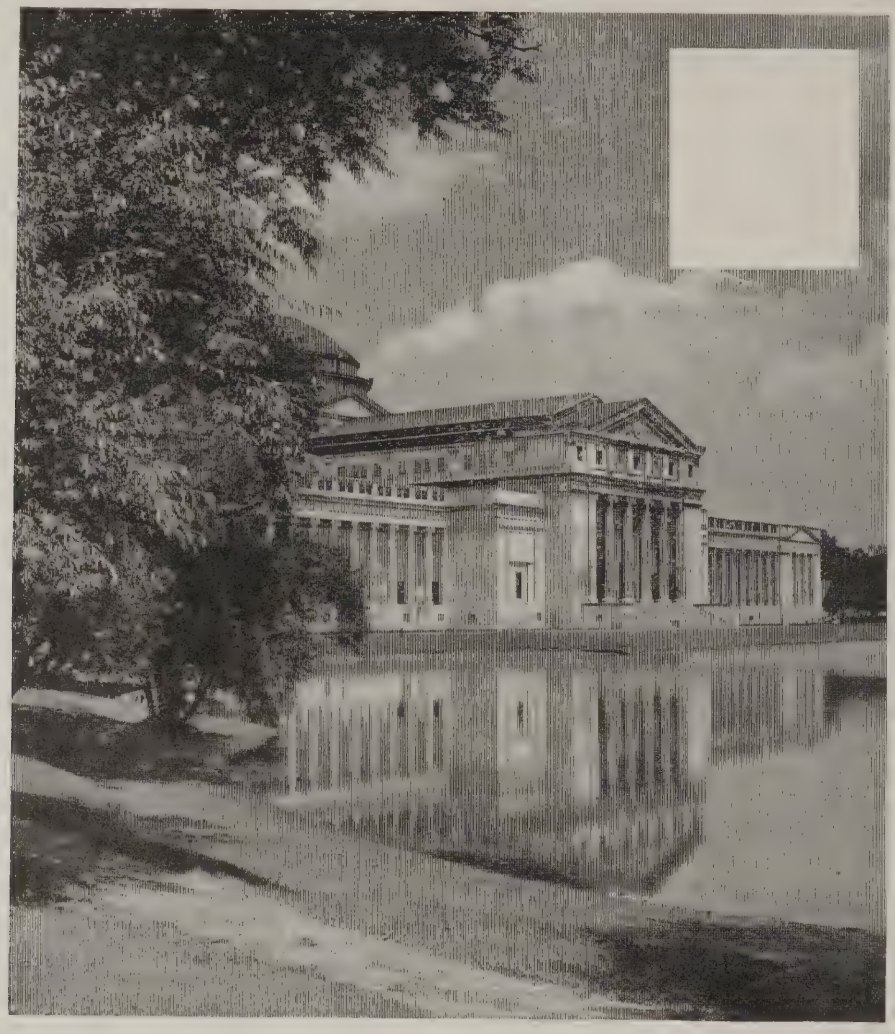
✧ ✧ ✧

The Southworth Co., manufacturers of bond and ledger papers, Mittinegue, Mass., announce that the Empire Paper Co., Chicago, has been given the exclusive agency for the Southworth Ribbon Hinge Ledger, a

paper especially adapted for loose leaf and blank book work. The hinge in this stock is the same strength as the balance of the sheet, but is so thinned as to cause the book to lay perfectly flat when open.

✧ ✧

The single-line halftone of the Field Columbian Museum, shown herewith, is a beautiful example of this style of engraving which is becoming popular with some of the better printers and advertisers. The one way screen is a return to the original scheme of halftone reproduction, but improvements in the various processes enable engravers to obtain results now that were heretofore impossible. This plate which was made by the Jahn & Oliver Engraving Co., Chicago, is representative of the work turned out by this firm.



✧ ✧

Not many of us will live to enjoy (or mourn) a service of over half a century (1866-1917) in a printshop, but such is the record of Edward Cook of the Leslie-Judge Co., New York, who recently sent out a souvenir regarding him. Our readers will gladly join with the company in the good wishes expressed in this little folder, so here's to

"EDDIE"

Fifty years ago, throned in state,
  Kings ruled over the lives of men;
That was a somewhat ancient date,
  But Eddie was King of the Pressroom then.
    Very Good, Eddie!

Never a king of the lot survives;
  Others the throne and the titles fill;
One and all they have lived their lives,
  But Eddie is King of the Pressroom still.
    Very Good, Eddie!

So here's good health and long life to you,
  And we hope whatever the years may bring,
That when another half century's through,
  Eddie will still be the Pressroom's King.
    Very Good, Eddie!

✧ ✧

The F. Wesel Manufacturing Co., New York, is sending out an announcement of the successful Roto-Gravure Press, designed for high-class commercial newspaper and magazine work, which they claim embodies a number of new features, including compactness, improved registering devices, ease in handling stock, and drying and delivering apparatus. It is also claimed that one man can perform all the operations of the press and that the price will be about one-third that of the German built presses at present in use.

In this connection we are quoting the following item from the Linotype Bulletin for September, which will interest our readers:

### "ROTOGRAVURE PROCESS AS APPLIED TO LINOTYPE COMPOSITION"

"In the issue of Sunday, August 19th, the magazine section of the New York Times was printed in its entirety, letter-press as well as illustrations, by the rotogravure process. This is a process of intaglio printing in which an etched plate is substituted for the ordinary stereotype plate with raised letters for the printing surface. It has long been used for producing the illustra-

tions in pictorial supplements, but this is the first time it has been adapted to the printing of both the text and the pictures.

"The value of the change is apparent at a glance, although much improvement may be looked for in subsequent issues. The clear and uniform impression in every line will commend the page printed by the new process to every reader. As a first issue this number of the Times certainly shows surprising results for the rotogravure process on type work. Even on the grade of news-print stock used the illustrations show up much better than they ever did in the same magazine when printed from open screen halftones.

"The process of rotogravure is a comparatively new invention in the printing art, but, like many other new inventions, it is practically an extension and improvement of an ancient idea. With modern mechanical appliances, including the use of photography and electricity, this work is done quickly and with a degree of perfection formerly unattainable. The simple construction of the rotogravure press, together with the fact that it can be operated at a high rate of speed, would seem to indicate that with its further development the rotogravure process will invade the pressroom of practically every metropolitan daily newspaper in the not far distant future."

✧ ✧

# ELIMINATE THE GOVERNMENT MONOPOLY OF THE ENVELOPE PRINTING BUSINESS

The National Editorial Association has undertaken to get an act thru Congress prohibiting the Postoffice Department from making any further contracts for the printing of the return card of business houses on stamped envelopes. No objection is made to the stamped Envelope, either blank entirely, or printing on them anything except the name of the person sending them and the postoffice address to which the letter is to be returned, "if not called for." The Association contends that by printing the name on the envelope, and by delivering them to the customer without an adequate charge that it is violating every principle of business, and entering directly in competition with the printers of the country on matters not necessary to the maintenance of the government, and likewise CREATING A DEFICIT in the handling of the business that no individual can compete with, and TAXING THE PEOPLE for the benefit of business concerns that need no help of any kind from any source. This practice has grown to such an extent that a very large per cent of the printing of envelopes is now done by the government contractor at Dayton, Ohio, entailing a loss annually of fifteen to twenty million dollars of business to the printing trade.

One of the greatest causes of the enormous increase in use of government printed envelopes is due to the effort of postmasters and business organizations to boost the business of their respective postoffices, and therefore they build up a great contract business. In order to help this along the government has reduced the price of the ordinary envelope from $3.50 per thousand, the price formerly charged to $1.24 per thousand, the price charged at present, postage added in each instance. At the latter price the government is losing millions of dollars annually, according to their own figures. The items of cost as given by the government are as follows: Contract price of envelopes 79 cents per thousand; overhead charges in the department per thousand 23 cents; weight of 1,000 envelopes wrapped for shipping, 9.5 pounds, cost per pound of the transportation and delivery of envelopes $0.1288. The authority for these figures are: Cost-contract on file in Postoffice Department. Weight testimony of Travers, Assistant Postmaster General before House Committee. The cost of overhead of Postoffice Department is likewise from the testimony of Travers. Cost per pound for transportation is from statement of Postmaster General Hitchcock, in his annual report for the year 1909, page 28. Now put these figures in a table and you have:

| | |
|---|---|
| Original cost of envelopes | $0.79 |
| Cost of transportation 9.5 lbs., at $0.1288 per pound. | 1.253 |
| Overhead charge in P. O. Dept. | .23 |
| | $2.273 |
| The Government collects for these envelopes in addition to postage per 1,000 | $1.24 |
| Net loss per thousand | $1.034 |

The present contract is for three billion five hundred million envelopes and wrwappers for the current year, 64 per cent of which, two billion eight hundred forty million envelopes and wrappers for the current year, petition with you in your business, at a price that you cannot compete with, a price that loses the government millions of dollars annually

### Who Are Helped?

First, a bunch of politicians that have this contract—the richest plum given out by the government. These envelopes are not made by printers, but politicians. They got the contract because they were politicians. Yet the printers stand for this and allow their own business to be wiped out to help an Ohio corporation.

Second, big corporations, using millions of envelopes get them at less than cost. Mail order houses, banks, elevators, railroads. In fact, why shouldn't they buy of the government, when the government is selling for $1.03 per thousand less than cost of production, handling and delivery. But what would the shoe manufacturers of the United States do if the Federal Government contracted for and sold shoes at a dollar a pair less than the merchant could buy them for? Wouldn't the manufacturers and merchants kick? Brother printers shall we fold our hands, or kick?

### Who Are Hurt?

Every printing establishment in the United States. They are not only losing the envelope business, but it has a serious effect on the letter head and bill head business of the country. Very few business men care to use a fine linen letter head when it is sent out in the cheap grade of an envelope used by the Government. Therefore the big business man after getting his envelopes at less than cost has a cheap grade of paper used for his letter head, and thereby again hits the printing business. There is no more harmony between a fine letter head printd on Old Hampshire bond and sent out in a government printed envelope than there would be in a society man putting his dress coat on over a pair of overalls. But the printer is not the only man hurt, for every person who buys govenrment envelopes in small quantities pays a higher price in order to help hold down the deficiency on the big order of envelopes for the great corporation or bank. The poor washwoman who goes into the postoffice for three envelopes pays eight cents for them, six cents for the stamps, and two cents for the three envelopes, or two-thirds of a cent a piece, or $6.66 per thousand, while the banker or big corporation can get them printed at $1.24 per thousand. Is it a square

deal? We think not. There certainly can be no just reason for taxing millions of people so that a Government Contractor may make a big lot of money and that the big business men of the country may get their envelopes at less than cost, from the government.

**Old Reason for Printing Them Gone**

The reason given for the Government printing the stamped envelopes had some force in the early days, 1865, when the system was established. Then there were but few printing establishments in the country. Now every little country viliage has is own printing press in operation, and there certainly can no longer be any reasfor the Government printing envelopes was to keep so envelopes in competition with the great manufacturing industry of printing, than there is a reason why they should contract with some big dairy and start in to furnish milk to the people of the country at less than the cost of production and delivery. The original reason for the Govenrment printing envelopes was to keep so much mail from being sent to the dead letter office. But that that reason no longer exists is demonstrated by the operation of the Parcels Post, where you cannot mail a package without your return card either written or printed on the same, so if it cannot be delivered it can be returned to the sender and not be sent to the dead letter office.

In recent years, and especially during the past ten years the postmaster generals have been so anxious to promote all branches of their department that they have urged the postmasters to push the sales of printed stamped envelopes, and the response has been liberal from the large business man, the bank and the big corporation. This has increased the activities of the postoffice department, and we think the department has misconstrued the original intention of the law, in order to give business to a favored few, and furnish envelopes to a few at the expense of the many. What has the production and distribution of printed envelopes to a favored class to do with the business of the Postoffice Department?

To end this intolerable discrimination against the printing industry, is the purpose of the National Editorial Association, also the National Ben Franklin Clubs of America, who have joined in this struggle. They both want your help, want your influence with your congressman and senators. When to HIT you will be notified, then get busy. Don't let anyone get away. Stay with each congressman or senator until you GET AN ABSOLUTE UNQUALIFIED PROMISE. Let your congressman understand that it affects your business, and that it is his business to help your business, when by so doing he injures no other legitimate business.

**What Is Wanted**

First: A complete list, by congressional districts of newspaper publishers and job printers, so when the bill is introduced you will be on the firing line. An election will intravene between now and the introduction of this bill. MAKE HAY when your congressman is up for election. Tell him what you want, and that you want his help, and must have it.

Second: Financial help. It costs money to get these facts to you. The National Editorial Association is making this fight, and asks the printers and publishers to help a little financially, in order that the proper effort may be put forward and success may be achieved. Down in Kansas, the Southwest Kansas Editorial Association passed a resolution asking each member to pay a minimum of $1.00 for the small one man offices, $3.00 for the larger offices and $5.00 for the largest offices. The Southwest Cost Congress passed the same resolution unanimously. The Colorado Editorial Association passed a resolution authorizing the payment of not to exceed $100.00 for this purpose. The money will all be used to push the campaign. No members of the committee will draw salaries. In fact, the only salaries will be for stenographer, or clerical work, that cannot be done any other way. All bills will be audited by the National Editorial Association, and no bills will be incurred that are not absolutely necessary. The main expense will be for postage, printing, telegraping, etc. NOW ALL TOGETHER, a little money, influence your congressman and senators, and when the next session of congress convenes we cannot help but win. This committee wil do all that it can, but it will require the work of all to be absolutely sure of victory. Will you do your part? An entirely new condition now exists at the National Capitol and we feel sure that all stumbling blocks of previous efforts will be removed and victory will perch on our banners.

Please correspond with either the secretary or chairman of this committee. They will answer all questions, and be glad to have your influence and help. LET US HEAR FROM YOU RIGHT AWAY.

Yours on behalf of the National Editorial Association.

The Legislative Committee of the National Editorial Association,

G. E. HOSMER, Chairman,
524 Barclay Block, Denver ,Colo.
SHERIDAN PLOUGHE, Secretary,
Hutchinson, Kansas.

## EXTENSIVE POWERS GIVEN UNDER NEW CENSORSHIP

**By David Lawrence, in the New York Evening Post**

.. Power much more extensive than was ever requested under the ill-fated censorship provision of the Espionage Law has now been obtained over the press of this country by the executive branch of the Government.

Instead of specific provisions stating exactly what the newspapers can or cannot print in the way of opinion, broad powers of interpretation as to what constitute treasonable, seditious, or disloyal articles have been placed in the hands of the Postmaster-General.

The Espionage Act of June 15th gave the Postmaster-General power to declare unmailable treasonable or seditious publications. But the Trading with the Enemy Act goes a step farther and makes it "unlawful" for any newspaper or publication to reprint any article from any newspaper or publication that has been declared non-mailable. Penalties against express companies and other transportation agencies against distribution of non-mailable matter have been provided, so that, in effect, if the Postmaster-General thinks an article in any newspaper, magazine, or periodical is seditious, he can cause the whole issue to be confiscated and prosecute any one who reprints the article or assists in its circulation.

This applies to English-language as well as foreign-language newspapers. I asked Postmaster-General Burleson to indicate how he planned to administer the new combination of laws which give him so much power over the press.

**Intends to be Cautious**

"'I realize," he said, "that it is a great power, but I intend to be as conservative and as cauticus as it is humanly possible to be. No truly loyal American has anything to fear. And I want to state right now that

the purpose of this legislation is not to prevent criticism of the Government or the Administration or the Postoffice Department. It is not aimed against Socialist publications or any other kind of publications as a class. The newspapers can denounce me or the Administration all they like, and they can have such criticism circulated through the mails. But if we find newspapers preaching disloyalty, newspapers that are really German at heart and in secret sympathy with the German Government which we are fighting, newspapers which are trying to make the masses in this country believe that this is a capitalists' war and that the Government therefore ought not to be supported—those publications we intend to suppress with a firm hand. Because we are at war with the Imperial German Government. The country has declared war. Any one who deliberately sets afoot a propaganda to discourage support the Government as against its enemies is dong a treasonable thing. We must win the war, and we cannot brook disloyalty at home."

Mr. Burleson was vehement in his denunciation of seditious publications, but he pointed out that he was going to exercise the utmost caution in passing upon every case presented to him. He indicated that he would personally superintend the administration of the law, and that he would pass upon every case that comes up.

"If we are wrong," added the Postmaster-General, "the individual has redress in the courts." But Mr. Burleson pointed out that the courts already had sustained the Postoffice Department in the case of the "Masses."

## BUSINESS NOTES

**This Department is conducted for the benefit of advertisers, and expresses their claims and views**

A type bath device has been perfected by Mr. Franklin P. Gaffney, a commercial printer of Atlanta, Georgia, which has a number of points of merit which are worthy of investigation. Mr. Gaffney declares that with his device a case of dirty type can be transferred and placed in the washing pan in less than half a minute. The invention will prove of especial value in offices where a persistent effort is made to keep the material clean and in the best of shape for the most efficient use.

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The Western Newspaper Union of Chicago announces that it has acquired the plate business of the American Press Association. Mr. McMillan, the resident manager of Chicago says that the purchase has resulted from business conditions which they saw increased the cost of production and that "the present selling price could not be maintained if both companies continued in business. The economies resulting will insure to newspaper publishers regular rates and enlarged and improved service." The American Press, the weekly trade newspaper issued by the American Press Association is to be continued, and the pulbishers thereof have high hopes of making it more valuable to the country publishers of America.

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The issue of the Amsterdam (N. Y.) Recorder of Sept. 8th announces that the office has just installed a new 20-page Duplex tubular press of the latest model, with full electric control. By this purchase the Recorder plant becomes one of the best equipped in Central New York. Mr. Wm. J. Kline, the editor and publisher, is to be congratulated. Mr. Kline is just rounding out 40-odd years of successful newspaper work. In that time he has built a splendid business and an enviable prestige for his paper.

Mr. I. L. Stone, President of the Duplex Printing Press Company, agrees with editor of the National Printer-Journalist in regard to the standing and enterprise of Mr. Kline's paper in the following words:

"I agree with you most heartily as to the standing and enterprise of the Amsterdam Recorder, and we have been very happy to see the name appear among our customers for the Tubular Plate Press."

---

Eugene Kelly, Assistant Secretary of the Syracuse Smelting Works of Brooklyn, has taken full charge and management of the Chicago office of that company.

Henry Kahrs of 240 East 33d St., New York, announces "something new in stereotyping that never before was done successfully." It is the "Acme Process of Stereotyping" and consists in taking an impression in a job press, of a type or cut form, on a piece of Acme Dry Process Matrix Board and then casting the plate. The plate cast is so sharp and clean cut that if it were copperfaced it would be taken readily for an electrotype.

Mr. Kahrs is the inventor of the Cold Simplex and Acme Dry Stereotyping Processes, as well as the White-on-Black Granotype and Stereo-halftone Processes. His business was established in 1875. Mr. Kahr's factory is located at 240 East 33d St., New York.

"The Tabaline News," will prove interesting to owners and operators of Linotype or Intertype machines. The publishers say:"It was a hard, long road to travel before the Zent Tabular system was completed, and the invention which made it possible brought to its present state of perfection, but all we ask is that it be judged on its merits alone, by the printers and publishers who have waited so long for the solution of the tabular problem on the slug machines that they thought it another impossibility, yet bearing in mind that the most practical inventions of the present grew out of the impossibilities of the past.

The Agricultural Publishers of America are already asking for a place on the Hot Springs program and they promise a speaker who can keep even publishers from going to sleep.

The Dunn Ink Works of Buffalo, N. Y., for years engaged successfully in the manufacture of fine printing and lithographing inks, have opened a branch office at 416 S. Dearborn St., Chicago, in order to better accommodate their customers in the Middle West. Mr. Herman Bogen, formerly with McCutcheon Bros. & Quality, has been made manager of the new branch, and having a large following in the trade, expects to build up a thriving business for his house.

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The first State Editorial Association to consider the co-operative plan of working with the National Association was that of Washington State. They considered the matter hot off the bat and while not getting the general idea are willing to put up the money to become members of the N. E. A. Good, and they are coming all along the line.

Secretary Bates of the Oregon Press Association wants to circularize every member of the Oregon Association and get them to line up for the National.

## WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

WANTED—COPIES OF NATIONAL PRINTER-JOURNALIST from January 1, 1888 to January 1, 1904, to complete two sets of files for Schools of Journalism of Columbia University, New York City, and University of Texas. Please write, stating what copies or volumes you can furnish. NATIONAL PRINTER-JOURNALIST.

FOR SALE: TWO OR THREE COLTS ARMORY Presses, 14x22, Half Super Royal, in splendid running condition. These machines are as good as new today and will be sold at a sacrifice. Address, The Roycrofters, East Aurora, N. Y.

FOR SALE—ONE MAN JOB PRINTING SHOP, Central Illinois town, 7,000 population, $650.00 cash. Address Clark Publishing Company, Litchfield, Illinois.

NEWSPAPER PRESSES: — TWO REVOLUTION: Six Folio Miehle, Optimus & Huber. 7 Col. Folio Miehle; 6 & 7 Quarto Miehle; Huber; Century; Scott, etc. Send for lists. Wanner Machinery Co., 703 S. Dearborn St., Chicago.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

LINOTYPE—Model No. 3, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8011; with one magazine, liner, ejector blades, font of matrices. Tribune Printing Co., Charleston, W. Va.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE:—PRINTING MACHINERY—SEVEN Quarto 39x52 Century, 43x56 Cottrell, 39x55 Scott, 8 Column Quarto Century. Send for Lists Rebuilt and Guaranteed Machinery; also Jobbers, Paper cutters. Wanner Mchy. Co., 703 S. Dearborn St., Chicago, Ill.


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By Grant Milnor Hyde,

Instructor in Journalism in the University of Wisconsin

THIS book, intended for the prospective newspaper reporter, is an endeavor to teach him the fundamental principles of newspaper writing. The results of the author's personal newspaper experience and of his work in the University of Wisconsin are embodied in the book. He has compiled a valuable list of "don'ts" and some definite rules for success, learned after years of experience. Every kind of story is discussed, and the method given for putting it into ideal newspaper form. Illustrated by examples from the columns of prominent newspapers. It is a practical textbook of Journalism.

"The student of journalism, whether in college or out, could not reasonably ask for a wiser mentor than Professor Hyde's book."—Chicago Herald.

Illustrated. 12mo., Cloth, $1.50 net; postage, 10c.

**National Printer-Journalist**

4620 Ravenswood Avenue, Chicago.



**Diagrams of Imposition**

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

**National Printer-Journalist**

**STATION X, - - - CHICAGO, ILL.**



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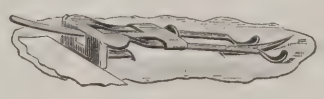

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SPRING TONGUE GAUGE PINS
$1.40 per doz. with extra tongues.

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automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

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From us or your dealer. Free Booklets.

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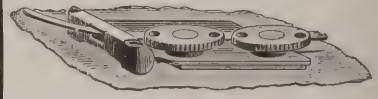

Megill's Patent
DOUBLE-GRIP GAUGES
$1.50 set of 3 with extra tongues.

# Books for Printers, Publishers and Newspaper Workers

[Order thru Book Dept. National Printer-Journalist, 4620 Ravenswood Avenue, Chicago, Ill.]

THESE books are of immediate practical value to any one engaged in printing, publishing or newspaper-making, whatever his capacity or position. The words of instruction and suggestion are easily apprehended and the knowledge possible of acquirement in compact form, prepared by these especially qualified writers can hardly be measured in pecuniary value.

The compositor, foreman, pressman, advertising man, reporter, the editor, the manager and every man, and woman, on the force who feels that he does not know everything about this immensely interesting vocation, should have three or four of these books in his possession.

THE PRACTICAL PRINTER. A book of instruction for beginners as well as one of some value for the advanced. Contains a large amount of information, with diagrams of Imposition and Valuable Tables. Full cloth, $1.00. Wrapping and postage 10c extra.

LIST OF PRICES AND ESTIMATE GUIDE. Showing what prices may be charged for every kind of book and job work, from a small card to a large volume. This is a book which fills a need and is of special use to job printers. Second edition. Price, $1.00. Add 10c for wrapping and postage.

THE PRACTICE OF TYPOGRAPHY; CORRECT COMPOSITION. By Theodore Low De Vinne. A Treatise on Spelling, Abbreviations, the Compounding and Division of Words, the Proper Use of Figures and Numerals, Italic and Capital Letters. Notes, etc., with Observations on Punctuation and Proofreading. 476 pages, cloth, $2.10, postage 12c.

PAPER MAKING. By A. Watt. A Practical Handbook of the Manufacture of Paper from Rags, Esparto, Straw and other Fibrous Material. Illus. Crown, 8vo. Net, $2.50; by mail, $2.65.

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BATCHELDER'S TIME-SAVING SYSTEM enables the printer to quickly and accurately determine the size and style of body type to use on any job; or, the amount of type space a given number of words will occupy in any size and style of type; or, the number of words to write to fill a certain space in any size type. This system was published only after an exhaustive test of several years on all classes of work handled by a modern book and job printing plant. 60 cents, postpaid.

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# NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-FIVE CHICAGO, ILLINOIS, NOVEMBER 1917 NUMBER ELEVEN


## THE WAR TAX ON THE PRINTING INDUSTRY

ALL printers and publishers are interested in the extent to which they are to be taxed, because of the War. Many have not had the opportunity to study the subject and some may be violating the law in their ignorance of the new provisions. The War Tax Law was approved October 3, 1917. A synopsis of this law, concerning provisions particularly affecting the printing industry, has been prepared by Judge Alfred E. Ommen, Counsellor, United Typothetae of America, and this information is furnished upon request by the General Office of the organization.

**First-Class Matter.** This takes effect thirty days after the passage of the Act. From and after that time, 3c per ounce or fraction, except drop letters which are 2c per ounce or fraction.

Drop letters, as you probably know, are those mailed for delivery within the city.

Postal cards or private mailing cards 1c in addition to existing rate.

During the present war, letters written and mailed by soldiers, sailors and marines, while assigned to duty in a foreign country may be mailed without postage.

**Second Class Matter.** With the first mailing of each issue of each publication, the publishers shall file with the Postmaster a copy of such issue, together with a statement containing such information as the Postmaster-General may prescribe for determining the postage chargeable thereon. This covers publications, (including sample copies to the extent of ten per centum of the weight of copies mailed to subscribers during the calendar year), when sent by the publisher thereof from the postoffice of publication or other postoffice; or when sent by a news agent to actual subscribers thereto, or to other news agents for the purpose of sale.

In the case of portion of such publication devoted to matter other than advertisements, on and after July 1, 1918, and until July 1, 1919, at 1¼c per pound or fraction thereof, and on and after July 1, 1919, 1½c per pound or fraction thereof.

On portion of publication devoted to advertising, in cases where over five per centum is devoted to advertising the zone system applies as now exists under fourth-class matter, namely:

| | | | | |
|---|---|---|---|---|
| 1st zone, | 50 miles. | | | |
| 2nd zone, | 50 to | 150 miles. | | |
| 3rd zone, | 150 to | 300 miles. | | |
| 4th zone, | 300 to | 600 miles. | | |
| 5th zone, | 600 to | 1,000 miles. | | |
| 6th zone, | 1,000 to | 1,400 miles. | | |
| 7th zone, | 1,400 to | 1,800 miles. | | |
| 8th zone, | all over | 1,800 miles. | | |

The following rates are applicable:

| Zone | July 1, 1918 to July 1, 1919 | July 1, 1919 to July 1, 1920 | July 1, 1920 to July 1, 1921 | On and after July 1, 1921 |
|---|---|---|---|---|
| 1st | $0.01¾ | $0.01½ | $0.01¾ | $0.02 |
| 2nd | .01¼ | .01½ | .01¾ | .02 |
| 3rd | .01½ | .02 | .02½ | .03 |
| 4th | .02 | .03 | .04 | .05 |
| 5th | .02¼ | .03½ | .04¾ | .06 |
| 6th | .02½ | .04 | .05½ | .07 |
| 7th | .03 | .05 | .07 | .09 |
| 8th | .03¼ | .05½ | .07¾ | .10 |

Daily newspapers deposited in a letter-carrier office for delivery by carrier are subject to existing rate.

This bill does not affect the existing law as to circulation and existing rates on second-class matter within county of publication.

In the case of newspapers and periodicals entitled to be entered as second-class matter and maintained by and in the interest of religious, educational, scientific, philanthropic, agricultural, labor and fraternal organizations or associations, not organized for profit, and none of the net income of which inures to the benefit of any private stockholder or individual, the second-class postage rates shall be, irrespective of the zone in which shall be delivered (except when the same are deposited in a letter-carrier office for delivery by its carriers, in which case the rates shall be the same as now provided by law) 1⅛c per pound or fraction thereof, on and after July 1, 1918 and until July 1, 1919, and on and after July 1, 1919, 1¼c per pound or fraction thereof.

Publishers of such newspapers or periodicals, before being entitled to the foregoing rates shall furnish to the Postmaster-General, at such times and under such conditions as he may prescribe, satisfactory evidence that none of the net income of such organization inures to the benefit of any private stockholder or indvidual.

Where the total weight of any one edition or issue mailed to any zone does not exceed one pound, the rate shall be 1c.

The zone rates provided by law shall relate to the entire bulk mailed to any one zone and not to individually addressed packages.

Where a newspaper or periodical is mailed by other than the publisher or his agent or a news agent or dealer, the rate shall be the same as now provided by law.

The War Tax Law does not affect third-class matter, which includes printed engravings, circulars in print or by mimeograph electric pen or similar process, when at least twenty identical copies are mailed at postoffice windows at one time, or other matters wholly in print (except books) proof sheets, corrected proof sheets and manuscript copy accompanying the same.

The War Tax Law does not affect fourth-class matter, which includes, among other things, books and catalogs. It does, however, provide:

"Upon every parcel or package transported from one point in the United States to another by parcel post, on which the postage amounts to 25c or more, a tax of 1c for each 25c or fractional part thereof charged for such transportation, to be paid by consignor.

"No such parcel or package shall be transported until a stamp or stamps representing the tax due shall have been affixed thereto."

**Income Tax—Individuals.** In addition to the present rate of normal tax of 2%, the law provides for a further normal tax of 2% on incomes of residents or citizens of the United States in excess of $2,000 for married persons or heads of families or in excess of $1,000 for single persons. By the assessment of this additional tax of 2%, incomes in excess of $4,000 for married persons or heads of families or $3,000 for single persons, will be subject to a normal tax of 4%.

The additional normal tax does not apply to non-resident alien individuals.

In addition to the surtax imposed by the Act of September 8, 1916, a further surtax on incomes of citizens and residents of the United States and non-resident aliens is imposed, which is one per centum per annum upon the amount on which the total net income exceeds $5,000 and does not exceed $7,500.

2% where it exceeds $ 7,500 and does not exceed $10,000
3% where it exceeds 10,000 and does not exceed 12,500
4% where it exceeds 12,500 and does not exceed 15,000

and so on to 50% upon the amount of which the total net income exceeds $1,000,000.

In addition to the exemption of $2,000 for married persons and $1,000 for single persons, there is also a further exemption of $200 for each dependent child if under eighteen years of age.

Every single person who has a net income of over $1,000 and every married person over $2,000, must make an annual return.

**Income Tax-Corporations.** In addition to the tax of 2% now assessed on net earnings of corporations under the Act of September 8, 1916, the War Tax Law provides for a further tax of 4%, making the total income tax on net earnings 6%.

The additional tax shall be levied, assessed, collected and paid in the same manner as the tax imposed by the Act of September 8, 1916.

For the purpose of the assessment of the additional tax, the income of a corporation shall be credited with the amount received as dividends upon the stock or from the net earnings of any other corporation, which is taxable upon its net income for the additional tax.

The additional taxes provided for shall be assessed for the calendar year 1917 and each year thereafter.

If a corporation has fixed its own fiscal year, the additional tax imposed for the fiscal year ending during the calendar year 1917 shall be assessed, collected and paid only on that proportion of its income for such fiscal year which the period between January 1, 1917, and the end of such fiscal year bears to the whole fiscal year.

**Dividends.** Dividends paid from earnings acquired subsequent to March 1, 1913, are taxable. The amendment of the Income Tax Law provides that dividends shall be deemed to have been paid from the net income of the year in which paid, or from the most recently accumulated surplus, and shall constitute income of the shareholder for the year in which received, but be taxed at the rates prescribed for the year in which earned by the corporation.

The above provisions do not apply to distributions made prior to August 6, 1917, out of profits accrued prior to March 1, 1913.

Stock dividends are to be considered income to the amount of surplus, undivided profits and earnings so distributed. For example, if a corporation issues a stock dividend of one hundred shares, having a par value of $100 each and transfers to capital an amount of surplus and undivided profits equal to the value of the stock distributed, the par value of the stock received shall be returned as taxable income.

**General Deductions.** The law relating to general deductions is changed with respect to deductions on account of taxes and deductions on account of interest on indebtedness. Interest on indebtedness incurred in the purchase of obligations or securities, the interest upon which is exempt from income tax, may not be deducted in determining net income. Taxes paid on income and excess profits will also not be permitted as a general deduction.

Contributions or gifts within the year for religious, charitable, scientific, educational or humanitarian purposes to an amount not in excess of 15% of the tax payers taxable net income, when verified under prescribed regulations, shall be allowable as deductions.

**Partnerships.** Partnerships when required to file returns shall have the same privilege of fixing and making returns upon the basis of their own fiscal years as is accorded to corporations.

The share of profits of a partnership to which any taxable partner would be entitled for the fiscal year ending in 1916 or a subsequent calendar year, for which the rates of tax have been or shall be changed by law, shall be returned for taxation, and the tax paid under the respective rates applicable to each calendar year in the proportion that the period of each calendar year bears to the fiscal year.

**Deduction of the Tax at the Source.** Deduction of the normal tax at the source on income of individuals, residents or citizens of the United States, is abolished except with respect to tax free bonds. Exemption may be claimed from deduction of tax on tax free bonds by filing a certificate prior to February first.

Any amount of tax withheld by a withholding agent during the year 1917 on account of tax imposed upon the income of any individual, citizen or resident of the United States, except in case of interest on tax free bonds, shall be released and paid over to such individual.

The entire tax upon the income of individuals, citizens or residents of the United States, shall be paid

hereafter directly by the owners of the income, except where deduction at the source is authorized.

In assessing income tax, the net income embraced in the return, shall be credited with the amount of any excess profits tax assessed for the calendar or fiscal year upon the taxpayer. In the case of a member of a partnership, no income of a member shall be credited with his proportionate share of the excess profits of the partnership.

**Undisturbed Surplus.** In addition to the other taxes, a tax of 10% shall be imposed upon the net income beginning with the year, on every corporation, joint stock company or association or insurance company, received during each year and remaining undistributed six months after the end of each calendar or fiscal year.

Undistributed income which is actually invested or employed in the business or is retained for employment, in the reasonable requirements of the business, is not subject to the tax. Likewise income invested in obligations of the United States, issued after September 1, 1917, is not subject to the tax.

If the Secretary of the Treasury ascertains and finds that income is retained at any time for employment in the business, and is not so employed, or is not reasonably required in the business, the tax shall be assessed at the rate of 15%.

A corporation is required to include in its annual return a statement of its payment of dividends, which are made in cash or its equivalent or in stock, including the names and addresses of stockholders and the number of shares owned by each and the applicable amounts in which such dividends were earned.

The system of information at the source is substituted for deduction of the tax at the source with respect to income received by citizens or residents of the United States except income derived from interest on tax free bonds. Information at the source shall apply to the calendar year 1917, but shall not apply to the payment of interest on bonds of the United States.

Penalty for refusal or neglect to make return or supply information is fine of not less than $20 and not more than $1,000.

Any individual or officer of a corporation who makes any false or fraudulent return or statement with intent to defeat or evade the assessment of tax, shall be fined not exceeding $2,000 or be imprisoned not exceeding one year or both.

Premiums paid on life insurance policies covering the lives of officers, employes or those financially interested in any trade or business conducted by an individual, partnership or corporation, shall not be deducted in computing the net income of such individual, partnership or corporation.

**War Excess Tax Profits.** I do not apprehend that this will seriously disturb those in the printing industry, but as the purpose of this is to give information, a synopsis might be of interest.

The tax, which is in addition to taxes under previously existing laws is assessed on the excess profits of corporations and partnerships, both domestic and foreign, and of individuals, residents or citizens of the United States and non-resident aliens with respect to their trades and business. For the purpose of this tax, a corporation or partnership is deemed to be in but one trade or business and all income is deemed to be received from such trade or business. The law applies to all trades or businesses of whatever description, including professions and occupations, whether carried on continuously or not, and for the purpose of the determination of excess profits, corporations, partnerships and individuals are divided into four classes.

Class I. Corporations or partnerships in existence or individuals engaged in business during the whole or any one calendar year during the pre-war period (pre-war period means the calendar years of 1911, 1912, and 1913) shall determine their excess profits as follows:

Domestic Corporations. In the case of a domestic corporation by deducting from net income the sum of (1) an amount equal to the same percentage of the invested capital for the taxable year, which the average amount of the annual net income of the trade or business during the pre-war period was of the invested capital for the pre-war period and (2) $3,000.

For example, a corporation, having average capital invested during the pre-war period amounting to $100,000 and an average net income for such period amounting to $7,000, would be entitled to a deduction of 7% of its invested capital for the taxable year, plus the specific exemption of $3,000, in determining excess profits for the taxable year.

Domestic partnerships and citizens or residents of the United States. In the case of domestic partnerships or a citizen or resident of the United States, by deducting from net income the same percentage of invested capital as in the case of a domestic corporation, but the specific exemption allowed shall be $6,000 instead of $3,000 as in the case of a corporation.

The foregoing deduction shall be an amount not less than 7% nor more than 9% of the invested capital for the taxable year.

Class II. Corporations or partnerships not in existence and individuals not engaged in business during the whole of any one calendar year during the pre-war period, shall determine their excess profits as follows:

Corporations. In the case of corporations, by deducting from net income 8% of the invested capital for the taxable year, plus $3,000, in the case of a domestic corporation.

For example, a corporation having invested capital for the taxable year amounting to $200,000, will be entitled to a deduction of 8% of $200,000 plus $3,000, namely, a deduction of $19,000.

Partnerships and individuals. In the case of a partnership or an individual, by deducting from net income 8% of the invested capital for the taxable year plus $6,000, in the case of a domestic partnership or resident or citizens of the United States.

A corporation or partnership, although formerly organized on and after January 2, 1913, which is substantially a continuation of a trade or business carried on prior to that date, shall be deemed to have been in existence prior to that date and the net income and invested capital of its predecessor for the pre-war period shall be deemed to have been its net income and invested capital.

Class III. Corporations, partnerships and individuals having no income or having a sub-normal income during the pre-war period shall determine their excess profits as follows:

If the Secretary of the Treasury, upon complaint, finds that during the pre-war period a domestic corporation or partnership or a resident or citizen of the United States had no income or had income which was low as compared with representative concerns engaged in a like business, by deducting from the net income for the taxable year the sum of (1) an amount equal to the same percentage of its invested capital for the taxable year, as the average deduction (determined in the

same manner as provided for in class 1 without including the exemption of $3,000 or $6,000) for the taxable year of representative concerns engaged in like business, is of their invested capital for such year and (2) in the case of domestic corporation $3,000, or in the case of domestic partnerships or citizens or residents of the United States $6,000.

Class IV. Corporations, partnerships or individuals in cases where the Secretary of Treasury cannot satisfactorily determine invested capital, shall determine their excess profits as follows:

The taxable war profits shall be determined by deducting from the net income for the taxable year the sum of (1) an amount equal to the same proportion of the net income of the trade or business received during the taxable year as the average deduction (determined in the same manner as provided in case of concerns falling under Class I, without including the $3,000 or $6,000 specific exemption) for the same calendar year or representative concern engaged in the same business bears to the total net income of the business received by such concerns, and (2) in the case of a domestic corporation, $3,000, or in the case of domestic partnership or a citizen or resident of the United States, $6,000.

**Rates of Tax.** The tax shall be collected on percentages of the net income as follows:

Net income (in excess of deduction) and not in excess of 15% of the invested capital for the taxable year .....20%
Net income in excess of 15% but not in excess of 20% of invested capital.....25%
Net income in excess of 20% but not in excess of 25% of invested capital.....35%
Net income in excess of 25% but not in excess of 33% of invested capital.....45%
Net income in excess of 33% of invested capital....60%

**Business or Trade without Capital or merely Nominal Capital.** In addition to other taxes, a business or trade having no invested capital or merely a nominal invested capital, shall, in lieu of the excess profits tax, pay a tax of 8% on income derived from such trade or business in excess of $3,000, in the case of a domestic corporation, or of $6,000 in the case of a citizen or resident of the United States, or a domestic partnership.

In addition to the law, which is very copious and extensive, the Commissioner of Internal Revenue with the approval of the Secretary of the Treasury, is authorized to make all necessary regulations for carrying out the provisions of this law, and may require the production of facts and data necessary for the collection of the taxes.

Stamp taxes cover agreements, bills of sale, bonds, debentures or certificates of indebtedness, capital stock issued, capital stock sold or transferred, checks not payable at sight or demand, conveyances of real estate, entry of merchandise at Custom House, promissory notes, passage tickets, playing cards, power of attorney and proxies.

There are extensive provisions as to defining "invested capital"; also as to net income of corporations, partnerships and individuals and deductions allowed; also as to foreign partnerships. These, however, will be itemized by the blanks furnished for the returns to be made and need not specifically be herein set forth.

Undoubtedly there will be considerable confusion in the administration of this law as to the correctness of returns and the scope of many of its provisions. These can only be ascertained from actual practice and experience in the making up of returns and from the regulations issued from time to time by the Commissioner of Internal Revenue.

I should advise persons making returns to freely consult with the Collector of Internal Revenue in the districts in which they reside. They will find that in many instances the Collector will not be able to tell them definitely just what to do. Under such circumstances, it would be well to communicate then directly with the Commissioner of Internal Revenue, Washington, D. C., and secure from him a ruling in writing.

The return should then be made according to the ruling, and if there is any change afterward, the corporation or partnership or individual will be protected by having followed the instructions of the Commissioner.

## CUTTING CREDIT LOSSES

At a recent meeting of Employing Printers in Detroit, Mr. Maurice H. McMahon of that city recommended the following methods which he said would help a great deal in cutting down the printer's credit losses:

1. Always make sure with whom you are dealing. (All firm or assumed names must be registered at the county clerk's office as to every person financially connected with such firm, whether it is a partnership or individual, and this information is available for anyone who wants it. You might find a notorious dead-beat is connected with a firm in this way, when it would not otherwise be apparent).

2. Where there is any doubt about whom you are doing business with, get a report.

3. Put all your orders and contracts in writing and have them signed by your customer wherever possible.

4. If you are doing business under an assumed or firm name, file a certificate with the county clerk as to the particulars given in paragraph (1). (You have no legal standing in court actions unless such a certificate is filed).

5. Always insist upon getting a written O. K. on a proof signed, and file it away for future reference.

6. Instruct your bookkeeper to note your customers' bank account on your ledger sheets, and also how they sign their checks.

7. Do not let your accounts run too long before placing them for collection. (A reasonable length of time might be all the way from 60 days to 6 months, depending on the customer.)

## EDITOR-SOLDIER VERSIFIES EXPERIENCES

Earl H. Emmons, who conducts a column of verse entitled, "The Rimic Newsmonger," in the American Printer of New York, has written a new book of army rhymes called "Versified Adventures of the V. C. A." Mr. Emmons is a member of the Veteran Corps of Artillery of New York and has just returned from several weeks' service guarding the Catskills Aqueduct and his latest volume tells in humorous verse of the trials and tribulations of the rookie in the army. The book is illustrated by halftone engravings and also pen sketches by the author. Other books by Mr. Emmons include "Redskin Names" "Down on the Dear Old Farm" and "Pomes." He also has written several songs and at one time issued a unique newspaper called "The Burglar's Gazette." "Versified Adventures of the V. C. A." retails at 75c, and is published by R. S. Dunne, 11 East Thirty-sixth Street, New York.

# BIGGER FIELD FOR RURAL PAPERS

By Edgar White, Macon, Mo.

SHIFTING conditions of business have necessitated the application of resourceful expedients to meet them. The man who continues under old systems will soon find business has drifted away from him. He will, of course, blame it on hard times created by the war—at least in his line. In some rural communities the high price of paper and other materials has forced publishers to the wall. They say they have economized to the very limit, and still they cannot make both ends meet—that the war has brought about a situation so enigmatical they cannot solve it by any business process within their ken.

The situation is only serious when a man has undertaken to create business by every means within his power, and failed. With plenty of money in the country, and an extraordinary demand for everything that can be produced, at good prices, it looks like publishers in the heart of rural communities ought to be able to work out a method that will give them their share of the reward for endeavor.

The best way to meet the high cost of material and things used in the printing business is by getting more patronage. The publishers of 1917 who expect to get thru with the patronage of 1915 or 1916 will be disappointed. They must develop more. Instead of turning off printers and avertising men, they should put more on. The big demand for agricultural products has opened a new field for the rural publisher. Here is the method we are employing in the Macon (Mo.) Republican office, a method that has been discussed and approved by some of the leading business men and farmers of the county: The country correspondents—we have about fifty—have been personally instructed to make complete reports of the state of the crops every week, mentioning the names of the men who appear to have demonstrated more than ordinary capacity, or who have shown good energy in the cultivation of their land. This year every farmer who has done better than usual in his struggle against the forces of nature is a real patriot. We have President Wilson's word for it, so we are traveling on solid ground when we title our weekly page of agricultural accomplishment: "Soldiers of the Soil."

So far the results have been good, and the real campaign of personal solicitation for subscribers not yet started. Over 800 new names have been added to the list. The most marked result, though, has been in local advertising. During the early part of the summer hardly a quarter of the eight large pages were represented by the merchants. Now we have a fuss with the foreman and news department every week about the excess of advertising, and insistence on extra pages. The increase of advertising has been developed thru the talk of the farmers about the paper. They see things in it that interest them, and they speak about it. The merchants, quick to note the standing of the paper with their main customers, attach a new importance to it as a means for getting more business. Our editorial policy is to discuss matters of production and development rather than the war. You can trust the metropolitan dailies and magazines to cover that theme fully. Of course we print all the local news relative to the draft, the send-off to the soldiers and the letters from the camps, but we don't make the war the sole subject. It is necessary, according to our notion, to encourage the worker and developer as well as the troops. All alike are doing their "bit," and are necessary.

We believe that a county seat newspaper should not stop short of an edition of 5,000. Then it can go after foreign advertising—autos, tires, agricultural implement factories, separators and the many industries which do not conflict with the home dealers—with confidence and success. Our paper, in times past, has yielded a profit of $4,000 a year. We propose by our systematic subscription campaign and foreign advertising patronage to make it a great deal better than that.

"The blow-hole in your plan is that you can't make a country newspaper circulate outside of its own county," observed a man who had some experience in rustling up new subscribers. "I've tried."

Well, so have we, and we have noted that when you make a newspaper worthy of general reading the county line doesn't make much difference. The Monroe County Appeal and the Paris (Mo.) Mercury, printed in a county seat town of 1,500, have subscribers all over Missouri, and large lists in the border counties, because they are distinctive. They would be read with interest in New York, Los Angeles

and anywhere by intelligent people who had never heard of Paris or Monroe County.

Of vital interest because of their quaint, homespun philosophy and the slant they take of the week's news at home and abroad, these papers are quoted in the Middle West more than the magazines. With active agents they could get subscribers from Kalamazoo to the jumping-off place on the heel of Florida.

Now, we propose to get up a paper as near as we can like those of that nature and go after subscribers in our own bailiwick and outside. It is up to us to make good after the names are enrolled, and if we do we know the foreign advertising can be secured. A campaign of this kind is going to cost money. You can't get good reading matter even for a country paper without paying for it, and that is just the reason most rural papers have been restricted to their own county. The present exigency demands bigger circulations and more advertising, and to get and hold the circulation you must get the worth while reading and pay for it. If you have men on the staff like they have in Monroe and some other counties you are fortunate; if not it behooves you to make connections with those who can produce the necessary material, and pay them for it.

The writer that succeeds best is the fellow living in the heart of the community he serves. He knows the temper of the people, and the things that interest them most. I firmly believe that in the development of the county seat newspaper we are going to see some splendid things. The main thing is for the editor to get it into his head that he is not interned in the borders of his own county. When he feels that he is talking to a large, and growing constituency he will take more pains with his work, and it will be better. Then the business will follow, as it always does where sincere effort is put into it. I want to make a further report on this matter along about Christmas. Then we hope to be able to give some figures and experiences that will be of real help.

## STAND BACK OF AD

### Although Error of $9 is Made, Store Sticks to Original Price

The St. Louis Star recently printed an advertisement for a department store announcing a sale of trimmed hats at $1. The price should have read $10.

There were 2,000 women waiting at the store in the morning. All refused to go home without a bargain hat. The management of the store was game, and the hats intended for $10 sale were sold for $1.

## IN REGARD TO THE FEDERAL CHILD LABOR ACT

Numerous requests have been received by the Secretary of the Typothetae-Franklin Association of Detroit in regard to the Federal Child Labor Act, and to give the members something authentic to work on, several letters have passed between the Typothetae-Franklin Association and the United Typothetae of America.

Judge Alfred E. Ommen, Counsellor for the United Typothetae of America has been asked the following questions and quotes his answers as given:

Question 1. Is it necessary to stamp the invoices of our members with the guarantee that the goods thereon have been protected under this Federal Child Law, **if they do not employ any help in their shops under eighteen years of age?**

Answer 1. The law seems to only require a certificate to be attached to the invoice wherein the manufacture, children are employed under sixteen years of age. Apparently if articles are manufactured by children over eighteen years of age, the requirements of the statute do not apply. However, it is so universal to employ children between fourteen and sixteen years of age, **that for the purpose of saving inquiries, endless correspondence, and considerable delay,** it would seem to me advisable in any event to stamp the invoice. I should suggest in this matter that the simplest form be used, namely,

"We, the undersigned, do hereby guarantee that the goods invoiced herein were manufactured or produced in accordance with the Federal Child Labor Act of September 1, 1916."

(Sign with name of concern and address).

(Date of Shipment).

Question 2. If our members do put this stamp on their invoices, are they not making themselves "the goat" for a "passing on" of responsibility by their customers?

Answer 2. It is the intention of the law that these stamps be put on the invoices by the manufacturers so that the dealers can be protected **on the say so of the manufacturers.**

Question 3. Can our members protect themselves in such things as paper, ink, type and all other materials that go into the finished product by demanding of the supply men the same guarantee of his bill?

Answer 3. Every purchaser of paper, ink, type and all other materials that go into the product should demand of the supply men the guarantee that thirty days prior to the removal of such product from the mill or factory, no children under the age of fourteen years have been employed or permitted to work, or children between the ages of fourteen years and sixteen years have been employed or permitted to work more than eight hours in any day or more than six days in any week, or after the hour of seven o'clock or before the hour of six o'clock A. M.

It is highly important that each of our members provide a stamp, or print on their invoices a guarantee that the goods invoiced thereon conform to this Act, and as the form given above is endorsed by the Legal Council of the U. T. A., we would suggest that all the members use this so-called short form.

"Who gave the bride away?" asked mother as her daughter and Johnny, aged ten, came back from the wedding.

"Bobbie did," replied Johnny. "He whispered to his mother: 'Hurrah for Blanche—she's got him at last!'"—Wroe's Writings.

## BEAUTIFUL NEW BUILDING IN OAKLAND, CALIFORNIA

### To be Occupied January 1st by The Tribune Company Newspaper, Job Printing and Bookbinding Departments—To be Fully Equipped, with plenty of Light and Room

About January 1, 1918, The Oakland Tribune will take possession of its new quarters, henceforth to be known as The Tribune Building, situated at the southwest corner of Thirteenth and Franklin Streets.

The new six-story building to be occupied by The Tribune is in the very heart of Oakland, a location conceded to be the most desirable for newspaper purposes, being in proximity to the leading banks, hotels, stores and business houses and transportation lines. Title to the Tribune's new home is in the Tribune Building Company and the structure, which has a frontage of sixty feet on Thirteenth, by a depth of one hundred on Franklin, is of reinforced concrete with interlocked brick facings.

The entire structure will be occupied by the Tribune and preparations for occupancy are well under way. The basement will contain the mailing department and presses, which will extend thru the first floor in the rear of the building, enabling the public to view their operation.

One floor will be occupied by the editorial and art departments and a modern and spacious library. Another floor will be used in its entirety by the stereotyping and composing departments. On this floor will be arrayed the Tribune's battery of linotype machines.

New Building of Tribune Company, Oakland, Calif.

The job printing and bookbinding departments will also occupy an entire floor, while still another floor will be utilized for the photo-engraving department. Rest and lunch rooms for employes will be provided.

The Tribune's new home will give to Oakland one of the most modern and perfectly equipped newspaper and printing establishments in the West, and is a practical demonstration of the Tribune's faith in the future of the city.

* * *

How patient is the per-i-od,
And oh, how nicely bred,
Because it never interrupts
Till everything is said.

—Wroe's Writings.

## CUSTOMER'S LIABILITY FOR PAYMENT OF GOODS SOLD C. O. D.

A member has written the National Office, United Typothetae of America, for information relating to a customer's liability for payment of goods sold him on a C. O. D. basis. Quoting from the letter:

"There is a point of law which we would like to ask about concerning the sale of printed matter on a C. O. D. basis. In other words, to be collected for on delivery. After the job has been printed and delivered for some reason or other customer does not have the funds to pay for it and finally after the matter has dragged along for some time the delivery of the goods seems to be hopeless. In other words, we have on hand some printed matter which is worthless to us. What is the law concerning this account? Is this party liable legally for the account whether he takes the goods at the time they are offered for delivery or not?

"We have just such transactions to come up quite frequently and thought possibly this matter had also been looked up. As a rule such accounts are hardly worth placing in the hands of a lawyer. Now, does the fact that the customer did not pay for the goods when they were presented release him from this debt even tho we did not wish to extend him credit."

The following is the legal opinion on this subject:

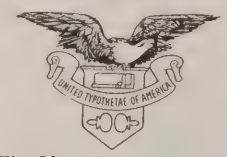
"A is a printer. B is a customer. A and B make a contract for printing, the terms of payment being C. O. D. A completes his part of the contract and delivers or offers to deliver the merchandise. B fails to perform his part by stating at the time of delivery or offer to deliver, that he has no funds available to comply with the terms of the contract. What remedy has the printer?

"Answer: Under the terms of the contract, it is the duty of the printer to tender delivery and ask for the money. If the customer does not pay cash on delivery, then it is for the printer to decide whether he wishes to deliver the merchandise and await payment, or take the goods back. If he decides to take them back, he must be sure that he tendered delivery and payment was refused. He should then sue for the full amount of the contract. If the customer does not accept the goods after the printer has tendered them and the printer has taken them back, and sues and recovers a judgment, he

must always be ready to deliver the printed matter should the judgment be paid.

"If members will bear in mind that C. O. D. does not mean anything more than terms of payment and has nothing whatever to do with the liability of the customer for the work performed, the situation will clarify itself. It is suggested in cases where there is some question of the customer paying for the goods on delivery, that it would be better to secure a substantial deposit covering approximately the expenses involved before undertaking the work. This cannot be done in all instances, but wherever it can, it should be done, and it will save a great deal of loss to printers. It is better to be definite and plain-spoken with a doubtful customer than to take very many chances."

## NEWS NOTES FROM THE UNITED TYPOTHETAE OF AMERICA




The New U. T. A. Emblem

The first quarterly meeting of the Officers and Executive Council of the United Typothetae of America was held at National headquarters on October 12th and 13th. Those in attendance included: President, Benj. P. Moulton; First Vice-President, Arthur E. Southworth: treasurer, Fred W. Gage and Messrs. A. W. Finlay, Wm. Green, W. E. Craig, and Geo. K. Horn. Many important matters were considered among them a new design of Typothetae emblem.

The work of the accounting staff has been complimented on several occasions within the past month. Members who have had these accountants install the Standard Cost Finding System in their plants, or who have had their accounting schemes altered to meet the fundamentals of the Standard, have been well pleased with the service rendered. Printers are requested to investigate this service of the National organization. Write the Secretary's office, 550 Transportation Building, Chicago, Ill.

Cost Accountant F. W. Fillmore has completed his work in Toronto, Canada, where he systematized the cost and general accounting schemes of one of the large printing plants. He also completed a survey of the cost and accounting systems of members at Rochester and Lockport, N. Y., and is now in Nashville, Tenn., on cost work in several plants of the membership.

Cost Accountant T. W. McGlaughlin, who is in Tulsa, Oklahoma, installing Standard Cost Finding Systems, reports that several live prospects for cost installation are now considering this service. Rapid strides are being made in Tulsa and it is hoped that before he leaves that city the Standard System will be in operation in all printing plants.

Secretary Jos. A. Borden is on a trip to the Pacific Coast in the interest of the organization work thruout the far West. His itinerary will include Los Angeles, Del Monte, San Francisco, Oakland, Sacramento, Portland, Tacoma, Seattle, Spokane, Salt Lake City, Denver and Omaha.

The Price List Committee has under consideration several features to be added to the information in the Price List that will prove a valuable adjunct to the book. The demands for copies of the Standard Price List is an indication of the value printers thruout the country place upon it. Those who are not familiar with the book may obtain full particulars by writing to National headquarters, 550 Transportation Building, Chicago.

Many members of the United Typothetae of America took advantage of their stay in Chicago, during the Convention, to visit National headquarters and familiarize themselves with the service work being performed for the benefit of each individual member. Members must realize that only as they make demands for service can the facts be brought home to them, that this assistance is of real value.

That the Thirty-first Annual Convention was a genuine success has been proven by the many comments heard on all sides. The program consisting of so many able speakers with messages of vital importance, gave those attending food for thought which will be put to practical use back home. This, after all, is what counts and makes for betterment in the industry, and when every individual puts his shoulder to the wheel, in the steady push forward, results are never in doubt. It looks like the best year in the history of the printing industry.

## THE STANDARD ESTIMATING COURSE FOR PRINTERS

The Standard Estimating Course for Printers is a course prepared from the results of many years' research work and based upon the Fundamental Elements that enter into the Estimating of Printing. It has been prepared by the Committee on Education of the United Typothetae of America.

A brief synopsis of the course is as follows:

It shows the relation of cost finding to estimating;
Explains cost keeping methods;
Gives general instruction on the method of operating the Standard Cost Finding System;
Points out the way for linking up the estimating, sales and production departments;
Explains the qualifications necessary for an estimator to possess;
Points out the importance of the estimator's job;
Emphasizes the importance of exactness in all details connected with estimating;
Gives standard forms for the use of the estimator;
Points the way to obtain profit on each job;
Analyzes every operation in printing;
Gives specific instruction in the matter of handling of all materials;
Shows the adaptability of different grades of materials for specific jobs;
And in the matter of paper and ink gives special information.

To those who successfully pass the examination the United Typothetae of America, thru its Committee on Education, will issue a certificate. One year thereafter the Committee will issue an Official Certificate of Competency to those who, thru actual employment as an Estimator in a Printing Plant, have proven their efficiency.

Each of the lessons is printed in pamphlet form and suitable binders for the course are supplied.

Owing to the fact that the Committee can handle only a limited number of students in this course during the coming season, individuals and local Typothetae or groups, are urged to make early application.

Address your inquiry regarding this course to your local secretary or to the National Office, 608 S. Dearborn St., Chicago.

# THE PRINTER'S INSURANCE PROBLEM AND ITS SOLUTION

### First Record of Insurance

THE problem of insurance, or as it should be properly termed, the problem of securing indemnity against loss, is of no recent origin. Indemnity for loss has been sought by all civilized people since the days of the early Phoenicians, where insurance was first practised, down to the present day. The first form of insurance was that of a mutual agreement between ship owners for the purpose of indemnifying each other for loss of ships and cargoes at sea. Since this early form of insurance which was used to indemnify for loss against the perils and hazards of the sea, the system has been extended in order to secure indemnity against practically every known peril or hazard which may suddenly and without warning, cause a loss which would bring disaster upon the individual but which, if distributed among the many, could be sustained with little or no ill results.

### First American Company

The necessity for insurance protection in America began to be felt early in its history. Within the membership of the printing trades was found the intelligence and business acumen out of which grew the first successful American insurance company, for no less a personage than Benjamin Franklin drew its articles of incorporation and was the first signer thereof. This company was the "Philadelphia Contributionship," and it began business on April 13th, 1752. Benjamin Franklin continued as a director of the company for many years. This company was a mutual company and still continues in business as such. It has now passed its one hundred and sixty-fifth anniversary and is today one of the most successful companies in the history of insurance. The company, since its organization, has specialized upon and limited its business strictly to dwellings.

### First Printing Trades Company

Probably the first attempt to organize a mutual company for the purpose of specializing in the risks of the printing trades was recorded in the June, 1888, issue of this publication. This company was organized by Mr. C. E. Rollins, who was himself a publisher of an insurance journal, "The Argus." The officers of the company were as follows: M. A. Donohue, president, C. E. Rollins, Secretary, and John Marder, treasurer.

### Excessive Compensation Rates

With the advent of the "Workmen's Compensation Law" which imposed upon the employer the obligation to pay compensation for injuries resulting in disability or death to his employes, regardless of the question of negligence, there immediately arose a demand for insurance protection which could be made available at a cost proportionate to the actual hazards of the printing industry. Members of the trade will recall the enormous increases in rates which were placed in effect by the stock insurance companies when the Workmen's Compensation laws first became effective. The premium rates as compared with the previous charges for employers' liability insurance were advanced from 700% to 1000%. Among the first states to exact this form of legislation were the States of Wisconsin, Illinois and Kansas. The rates quoted per each $100.00 of pay-roll by the stock insurance companies to employers of the printing trades, under the Workmen's Compensation law of these states, were as follows: Wisconsin $1.75, Illinois $1.55, and Kansas $1.93.

### Investigation by Committee

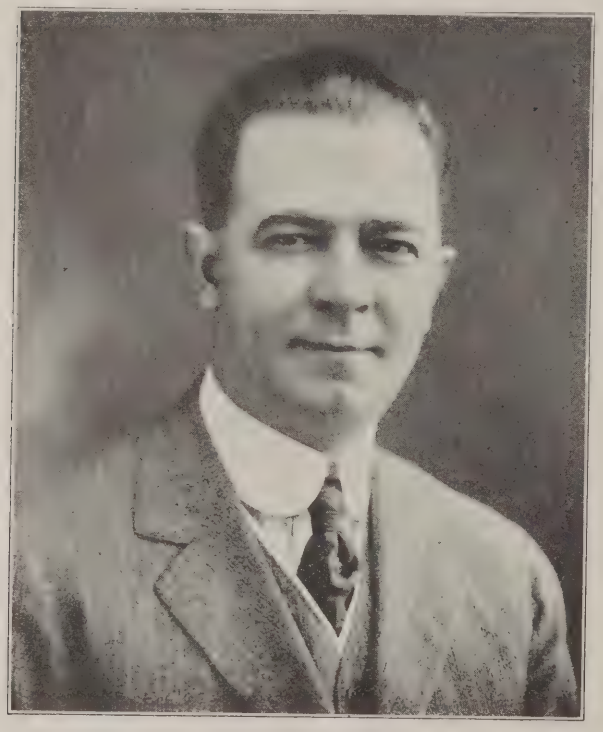
Trade organizations took up the subject in an effort to learn the reason for the high rate published and were told by representatives of the stock insurance companies that these rates were scientifically calculated and actuarily correct, that they were based upon the accident ratio of the printing class which was considered by the stock insurance underwriters to be one of the most hazardous classes of employment. A committee was appointed representing the various branches of the printing trades for the purpose of investigating further and reporting upon the advisability of organizing a mutual insurance company in which sound protection might be secured at a reasonable cost.

The Committee in their work of investigation found that there was already in existence a mutual insurance company incorporated for the express purpose of meeting the problems of the workmen's compensation laws. This company had been organized principally for the flour milling industry in anticipation of the coming of the workmen's compensation law in the United States. This industry had for fifty years maintained its mutual insurance organizations with great success and had already reached the conclusion that the solution of the Workmen's Compensation Insurance problem

must be found in the application of the mutual insurance principle.

**Report Favorable to Mutual Insurance.**

The report of the Committee at the conclusion of their investigation was to the effect that the only true solution of the compensation problem could be found in the operation of a mutual insurance company which would specialize upon the risks of the printing trades. As a result of the operation of such a company insurance at actual cost to the trades could be secured and data and statistics compiled which would accurately determine the relative accident hazards of the printing trades as compared with other classes of business. It was further apparent that the saving which could be effected



MR. J. C. ADDERLY

in operating expenses as compared with the operating expenses of stock insurance companies would result in a material decrease in the cost of insurance for the members of the trades.

**Printing Trades Company Organized.**

Arrangements were completed with the Millers Mutual Casualty Company whereby that company agreed to share its offices and its information with a company organized by the printing trades. This arrangement proved to be of great value and much expense, which would have been otherwise necessary in the preparation of an entirely new organization, was eliminated. As a result a printers' company under the name of the Ben Franklin Mutual Casualty Insurance Company was incorporated and started business during September, 1912. It occupied the same offices as the Millers' Mutual Casualty Company and was operated under the management of Mr. J. C. Adderly, who acted as joint Secretary-Treasurer of both organizations. The company was a success from the start. From fifty to sixty per cent of the entire premium charged by stock insurance companies was saved and returned to its members during the first several years. It was the actual demonstration of the fact that the savings could be effected and that the printing trades as a class was not of the extremely hazardous nature that had been represented earlier by the stock insurance companies which finally led to a general reduction in the rates charged for this form of insurance to the printing trades over practically the entire United States.

**Further Efficiency Gained by Consolidation.**

It later became apparent that still further efficiency and economy might be gained by a consolidation of the printers' organization and the millers' organization. As a result of submitting the question to a vote of the membership of both companies, it was unanimously agreed to consolidate both organizations and operate under one charter. A new charter was granted by the State of Illinois which was broader and better than the former charter and which provides that the company may do all forms of casualty insurance which can be transacted by a stock insurance company. The name of the Miller's Mutual Company was continued as the official name in view of the fact that it was both the oldest and the strongest organization. The business of the printing trades is now being operated under this charter as the "Printing Trades Division" of the Millers' Mutual. The combined strength and assets of both companies stand as a guarantee behind each policy contract. Each class of insurance which is written by the company is carried upon a separate accounting basis and the savings to the members in each class are in direct proportion to the underwriting experience in the class. In this manner greater strength and security have been secured for all policyholders and a still greater saving is made certain by reason of the additional economies effected. Since the consolidation the company has extended its business to other states and at the present time is legally licensed in all states throughout the cenral western territory from Texas to Montana and east to and including Pennsylvania.

**Rapid Growth of Company.**

The rapid growth of the company can well be

illustrated by the fact that it has been compelled to remove to new offices in order to secure larger quarters six times during the seven years it has been doing business. Since the consolidation the growth of the company has been more rapid than ever and its business during the present year represents an increase of 100 per cent over the year previous. The requirements for still larger space became so urgent that it was recently compelled to remove from the Insurance Exchange Building, where sufficient space was not available. The new offices of the company are located at 220 South State Street, Chicago, where the company now occupies the entire twentieth floor of the Consumers Building. The floor space occupied is approximately 10,000 square feet and is 300 per cent larger than the former office. The new office of the company is the best appointed and most handsome insurance office in the city of Chicago. The office is equipped with every known device for facilitating the work in which the company is engaged. It is conceded to be one of the most efficient insurance offices in the United States.

**Strength and Security.**

The strength and security offered under policies of the company are unquestioned. Its total resources are now in excess of $600,000, of which more than $400,000 is in cash assets and more than $125,000 is in net cash surplus. Over 12,000 accidents have been reported to employes of its policyholders, and more than a half a million dollars have been paid to injured employes or to their beneficiaries in case of death, or is held in trust for future payments. Actual cash dividends in excess of $300,000 have been returned to members of the company. A record of success has been established to which there are few parallels in the history of insurance. The company recently subscribed for $100,000 of the Second Liberty Loan Bonds, which will be voluntarily deposited with the State of Illinois to be held in trust for the additional security of all policyholders.

**Fire Insurance Protection.**

The Printing Trades Mutual Fire Insurance Company, which was organized in 1910 by members of the trade in Chicago and vicinity, has, since the death of former Assistant Secretary E. W. Chesterman, also been placed under the management of Mr. Adderly and now occupies a portion of the new offices. The company, during the past year, has been enlarged and by reason of favorable reinsurance treaties made with several of the oldest and strongest American mutual insurance companies, is now offering to members of the trade fire insurance protection of the greatest security at a guaranteed saving in cost.

**Branch Offices Established.**

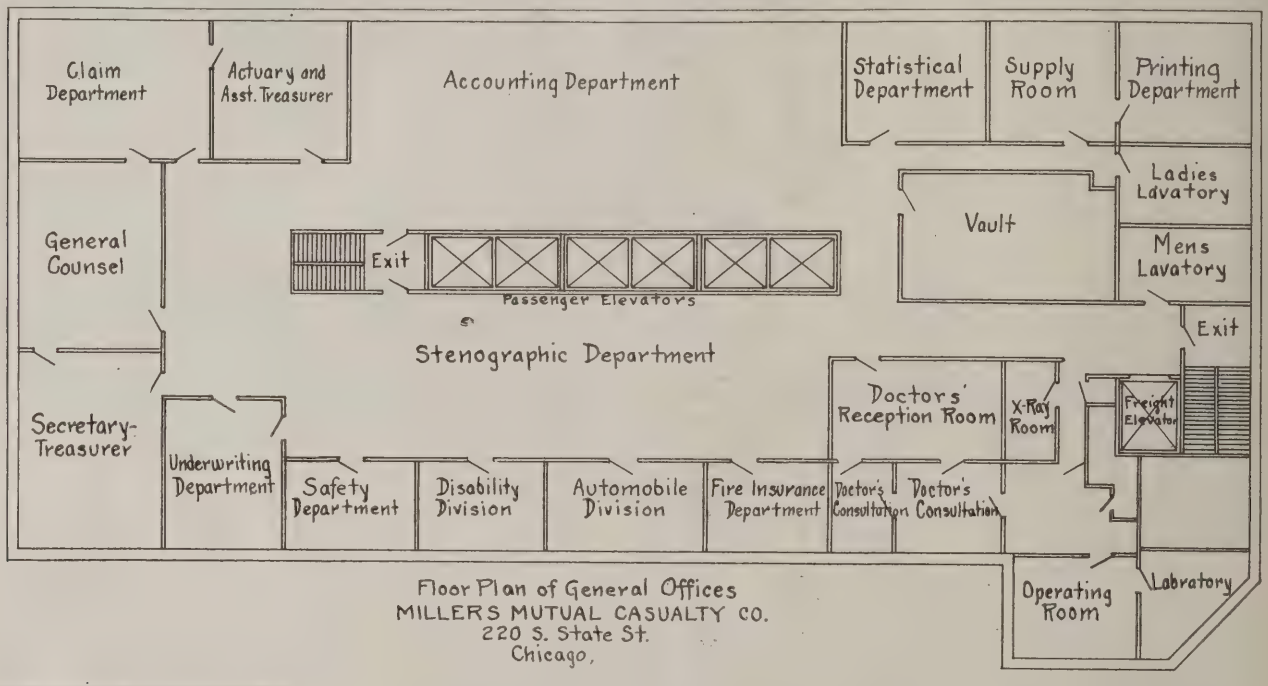
For the purpose of better serving the members of these companies, branch offices have recently been established at Minneapolis, Minn., Omaha, Nebr., Dallas, Texas, and Pittsburgh, Pa. The company expects, during the next year, to further establish branch offices at Wichita, Kas., Detroit, Mich., and Louisville, Ky.

**Insurance Is a Trade Problem.**

The problem of insurance, whether it relates either to fire insurance or to casualty insurance, is distinctly a class or trade problem which can only be solved by the co-operation of the members of each class of trade or business. In order to obtain equitable fire insurance rates the insurance commissioners of the United States now require that fire insurance statistics be furnished by all insurance carriers showing the exact loss ratio in each class of business. It is from these statistics that the basic rates for each class are now being prepared. Each member of the trade is therefore interested not only in the prospects of a loss at his own plant but is also interested in all losses that occur among the trade generally, for it is eventually this trade loss ratio that determines the amount of insurance premium that he must pay for protection.

**Solution Reached by Mutual Insurance.**

The basic premium rates for Workmen's Compensation Insurance protection are determined in a like manner. The accidents occurring to employes of the printing trades through the entire United States under each Workmen's Compensation Law are used as a basis for determining the hazards of the class as a whole. Co-operation among all members of the trades is not only desirable but is essential. Through such co-operation the insurance problem can be met and solved. This is amply proved by the successful achievements of those mutual insurance companies specializing upon the risks of the printing trades which have been described.




Floor Plan of General Offices
MILLERS MUTUAL CASUALTY CO.
220 S. State St.
Chicago,

## PAID ADVERTISING SELLS LIBERTY BONDS

Paid advertising was an important factor in the recent Liberty Bond campaign in Brooklyn. From October 3rd to the 26th inclusive, the Brooklyn Eagle carried 43,607 lines of Liberty Loan advertising bought and paid for by the merchants, manufacturers, business men in general, and the banks. The bulk of this advertising appeared in the Eagle during the last week of the campaign, when Brooklyn still needed $33,594,000 to meet its quota. In three issues of the Eagle that week, namely, in the issues of October 23rd, 24th and 26th, there appeared over 26,000 lines of Liberty Loan copy. On Friday, October 26th, the day before the loan closed and when Brooklyn still need $23,000,000 to meet its quota, a strong last-minute appeal was run and the Eagle carried that day, 11,388 lines of advertisments of the Liberty Loan, which included combination advertisements of the Broadway Merchants Club of Brooklyn, the down-town business men of Brooklyn, Brooklyn Real Estate men, Warehouses and Storage Companies of Brooklyn, Brooklyn contractors, the business men of Flatbush and other individual appeals, all setting forth the details of the loan and urging the public to buy bonds.

Brooklyn exceeded its quota by a wide margin and there is no question but that the liberal but judicious use of paid advertising played a vital part in the success of the Liberty Loan there.

## "DECIDED IMPROVEMENT"

Pittsburgh, Pa., October 25, 1917.

National Printer-Journalist, 4610 Ravenswood Avenue, Chicago, Ill.

Gentlemen:—Replying to your letter of the 23rd, wish to say that a careful inspection of the October issue of the National Printer-Journalist justifies our complimenting you on a decided improvement in the appearance of this issue.

We are also pleased to note that reference to this Company appears under "Manufacturers' Notes" on page 267.

Yours very truly,
MILLER SAW-TRIMMER COMPANY,
Theo. R. Foster, Spec. Sales Rep.

# BUILDING AN INDUSTRY

## How a Large Printing Ink Manufactory Has Become a National Asset

[Here is a concrete example of how American pluck and ingenuity wins. It is a romance of the modern business world.—Ed.]

HEN the war broke out these United States of America were confronted with a very serious situation, and the fact which loomed up highest on the horizon of printerdom was that dyestuff shipments from Germany would, in all probability, be discontinued, and, in a short time, all the stocks on hand would be used up.

The duration of the war was doubtful, and opinions differed greatly on this point. If the war should prove of many years' duration, it was absolutely necessary that dyestuffs should be produced here in the States. However, owing to this uncertainty, manufacturers as a whole were afraid of the proposition, as it involved the expenditure of tremendous sums and a possible loss of the entire investment if Congress would not grant ample protection in the way of tariff. For this reason very few men ventured to start the manufacture of dyes, with the necessary investment of millions of dollars. It appeared to be too hazardous an undertaking.

A curious situation developed. The importers of the German dyestuff factories were mostly Germans and had a strong leaning toward the Fatherland.

The consumers of dyes had hoped that these importers would realize the obligation that they owed to their customers and that they would take necessary steps to see that dyestuffs were manufactured for their customers here.

With almost no exception none of these men took this stand. It is doubtful whether they were at liberty to act according to their own free will, as it has been stated that pressure was brought to bear upon the importers and that they were not allowed to start the manufacture of dystuffs under penalty of losing the agency after peace was declared.

The three dyestuff concerns which had been operating in the United States, prior to the outbreak of the war, were making a very limited number of dyes, and, unfortunately, very few of them could be used for the manufacture of pigments.

The three dyestuff houses were not in a position to meet the demands in an adequate manner as their works were not large enough to take care of the tremendous needs.

To meet the situation, a few men (with perhaps more courage than wisdom) decided to embark upon the dyestuff manufacture, and to alleviate the stringency of the dyestuff situation. Most of these men, however, manufactured dyes almost solely for the Textile Trade.

The Ault & Wiborg Company—being large consumers of dyestuffs, and having been dependent upon German manufacturers for their dyes—determined to invest a large sum of money for the production of their own dyes, as they realized that they owed a distinct obligation to their customers, and that the measure of prosperity they had achieved was due to their customers. Realizing, therefore, their obligations, they went to work shortly after the war began, and developed a dyestuff industry which today supplies ninety per cent of all the dyestuffs they require. The remaining ten percent they hope to produce within a very short time, so that The Ault & Wiborg Company can say that they are absolutely independent of German dyes, and that they can manufacture, today, all the products, with but few exceptions, that they manufactured prior to the outbreak of the war.

The difficulties that were encountered were tremendous and seemed at times almost insurmountable.

Much of the machinery had to be specially designed. All the necessary experience had to be obtained, and could only be found thru experimentation and research work. Furthermore, the time factor was an important one, as they did not have years upon years to develop the industry, but had to produce almost immediately to meet the pressing needs of the printer.

At the beginning necessary raw materials were hard to procure, and it was found very difficult, if not impossible, to obtain certain chemicals. They soon realized that, in order to stay in the field as dyestuff manufacturers, they had to make quite a number of their own chemicals and many of their own acids. This necessitaed the construction of another plant, and a large acreage was purchased in St. Bernard, O.

In Norwood, O., where the dye plant is situated, the intermediate products for the production of dyestuffs, and the dyestuffs themselves, are made, while at St. Bernard, chemicals, acids and certain salts are produced.

The equipping of the two plants referred to has necessitated an expenditure of over two and a half million dollars.

A Research Laboratory—employing forty chemists—had to be organized. A mechanical Department—of eight skilled draftsmen and two mechanical engineers—had to be inaugurated, and a machine shop for the production of dyestuff machinery had to be constructed. These facts are mentioned to give an idea of the complexity of the dyestuff business. The financial risk attending anyone entering into the dyestuff manufacture; the difficulties encountered in manufacture; the early resumption of peace, the uncertainty regarding Congress' action, and the difficulties of obtaining skilled chemists, were all faced by them. If the production of dyestuffs had been a simple matter and not so terribly complicated and difficult an industry, The Ault & Wiborg Company would not be the only Printing Ink House that is today producing dyestuffs.

The motives of The Ault & Wiborg Company were not purely those of business and the hope of making a great financial success of the perilous venture, but the fact that they are helping establish, in the United States, a business which has been absolutely controlled by Germans, recompenses, in a great measure, their efforts in this direction.

The printers of America, after they have become mindful of what The Ault & Wiborg Company has tried to accomplish, will doubtless uphold them in their efforts, and will give this most enterprising firm of patriotic business men full recognition and respectful obeisance.

## HANDS ACROSS THE SEA

Christchurch, New Zealand, October 4th, 1917.

Editor National Printer-Journalist, 4610 Ravenswood Avenue, Chicago, U. S. A.

Dear Sir:—We are duly in receipt of yours of the 29th August and regret to learn of the death of your Mr. B. B. Herbert. We desire to offer you, the family and staff of the "National Printer-Journalist" our deepest sympathy.

During the long term of our subscription to the "National Printer-Journalist" we have been afforded much enlightenment by a perusal of its well-edited columns, and we are glad to learn that the publication is to be continued and its sphere of usefulness still further enlarged.

We shall be glad if you will advise us whether this was received. We are, dear sir,

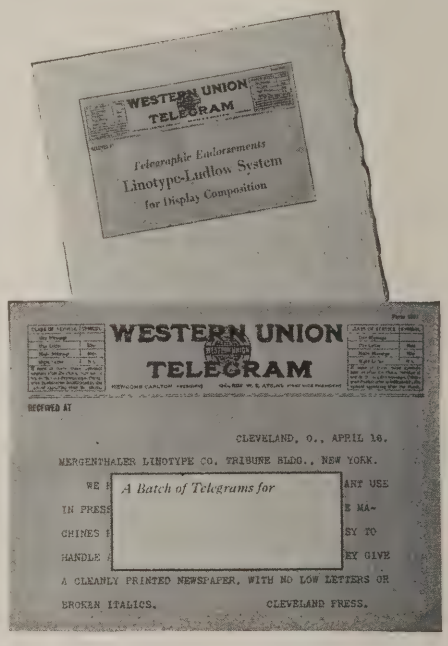
Yours faithfully,

THE CHRISTCHURCH PRESS CO., Ltd.

## A POSTOFFICE REGULATION THAT IS WORTH KNOWING

A ruling from the Brooklyn Postoffice on a piece of mailing matter issued by the Mergenthaler Linotype Company will enlighten many of our readers who are not familiar with postal regulations.

The Mergenthaler Linotype Company designed and printed a special envelope for mailing its TELEGRAPHIC ENDORSEMENTS booklet—a most attractive piece of literature which reproduced in color a number of telegrams received from some of the larger daily newspapers thruout the country endorsing the Linotype-Ludlow All-Slug System of Composition. This envelope carried out the telegram idea of the booklet by reproducing in facsimile a Western Union Telegram blank




BOOKLET SENT OUT BY MERGENTHALER LINOTYPE CO. DECLARED OBJECTIONABLE BY POST OFFICE DEPARTMENT

(see illustration). It was printed in black over a yellow tint, leaving a panel of white space for the address approximately 3½ x 1½ inches.

It was unusually attractive and decidedly appropriate, but the Postoffice considered it objectionable and held up a part of the mailing, stating their reasons as follows:

"Section 470, Paragraph 3, Postal Laws and Regulations, provides that 'space should be left on the address side of all mail matter, sufficient for a legible address, and for all directions permissible thereon, for postage stamps, for postmarking, rating, and any words necessary for forwarding or return.' Also the Solicitor of the Department has ruled that envelopes used for advertising purposes, upon which are printed the words, 'Lettergrams' or "Special Rush Service' or envelopes having the appearance of a telegram, are objectionable to the Department by reason of such misleading statements."

It is well worth your while to read over this ruling several times—and remember it. A lot of bother, and possibly the loss of many dollars will be saved by observing this regulation.

## National Editorial Association
# Business Administration Department

Conducted by the President of the N. E. A.

"The call for the co-operation of publishers is in the common interest."
—Editor and Publisher, New York.

Production of print paper for nine months this year has increased 27,650 tons over the same period last year, but the country printer has not noticed the difference materially. Don't you think it would be a good plan to Hooverize the print paper industry by asking the government to run the mills for a while? If you do, write and tell your congressman so.

There is enough state owned timber in Minnesota to supply paper pulp mills indefinitely, yet the mills talk about shortage of supply and shove up prices. And Minnesota is not the only state that has pulp wood to spare. The print paper proposition is considerable of a hold-up and your congressman ought to be told so, now, today.

The National Editorial Association has a practical advertising committee. Hampered for want of funds they are not accomplishing the results that they would like, but they believe thoroughly in the motto, "Stick Brother, Stick." Do not cut rates, better throw up the business than be a slacker, a rate cutter.

Country weeklies at a dollar a year are fast becoming relics of the past or have found themselves in financial difficulties. Five hundred subscribers at $2 per year are more valuable than twice that number at a dollar. Think of the saving in press work and paper, postage ink and labor.

Fully 500 new members have been added to the National Editorial Association in the last two months. Keep the ball rolling. Is your county, district or state association helping or are they in the slacker class?

The American Printer, the American Press, the Publishers Auxiliary, the Printer Journalist, the Corn Belt Publisher and the Editor and Publisher have all had good words to say in behalf of a closer union among the country publishers of America. Thanks, Brother Boosters.

In Canada and in France the government is using newspaper space and paying for it. The same condition will exist in the U. S. A. if the newspapermen will act as a unit. The need of a strong national organization was never so apparent as it is today. Like Nero, the publishers are fiddling instead of demanding that their business be placed on a business basis instead of being considered a philanthropy which has no other mission than to give away its commodities to whatever cause has the nerve to ask for it.

Assurance has been received that the Colorado Press Association with nearly 400 members will follow the example set by the Minnesota Editorial Association which with 325 members voted to co-operate with the National Editorial Association. Other associations are seeing the light among them being the Suburban Publishers of Chicago, the Central New York Newspaper Publishers Association, the Nelson County, North Dakota Press Association, the Washington State Editorial Association, the Ben Franklin Club of the First Congressional District, Minnesota. A number of others are expected to join the procession this month. We are surely marching on toward the goal of 20,000 members. Won't you help to gain the glory?

The American Press, the best friend the country publishers ever had, gives utterance to the following truth. Think it over: "Until such a time as the country publishers are willing to bury petty differences, the country newspaper will be considerable of a legislative football." No truer words were ever penned. The press is mighty and powerful, but it is an unwieldy element in its present disorganized condition working at cross purposes. Until a closer union is brought about, until business methods are adopted, costs considered and the motto, "Stick, Brother, Stick" thoroughly learned the publishers will continue plodding along unable to attend conventions, take a trade paper or own an automobile. Furthermore, the accounts at the bank will be all too often chronicled in red ink.

Out in California they have a slogan, which, if adopted by the publishers of the nation would either bring a lot of cash to the print shops or it would drive certain free publicity friends to grief. It is: To the waste basket with all press agent dope not accompanied by advertising.

Cultivate your home advertising field. You will find it will bring more profitable returns than any other garden that you can till. Personal contact counts.

The week of Journalism will be held at Columbia University May 6th to 10th. It has been suggested that the National Editorial Association be held at Little Rock the week following and that the two work together in securing "big guns" for the convention.

Secretary Schlosser was recently in consultation with the president of the N. E. A., relative to matters of importance to the Association. Mr. Schlosser also called on leading workers in Chicago.

The Federal Trade Commission declares print prices now range from $2.50 to $3.60, f. o. b. the mill. Wonder how many country publishers are getting prices as low as that.

Two hundred thousand tons of print paper is now reported in reserve stock. The cry of shortage will soon have to be given up. Publishers should continue to economize and let the reserve increase to such a point that the manufacturers will be ready to give them a fair deal. Daily publishers claim to have been held up $45,000,000 the past year, but as far as we know no daily publisher was compelled to pay the prices exacted from country publishers—six or seven cents a pound.

## ADVERTISING MEN WILL GATHER FOR WAR CONFERENCE

### President of Associated Advertising Clubs Calls Meeting to be held in Indianapolis, November 12th and 13th—Big Achievements Recorded

Having aided Liberty Loan, Red Cross and American Bible Society, Advertising seeks further Enlistment in the Cause of Patriotism:—

Indianapolis, October 30.—What advertising has done to help win the war and what it can further do and how, will be a chief topic for discussion by leading advertising of the United States and Canada at a conference to be held in Indianapolis, the headquarters of the Associated Advertising Clubs of the World, November 12th and 13th.

In addition to members of the Executive Committee of the Association, president and other officers of local advertising clubs, as well as other advertising associations, affiliated with the Associated Advertising Clubs, will attend the meeting. Representatives of almost 200 organizations of this kind have been invited to the conference, which, in addition to discussing war matters, will take up numerous Association affairs.

Secretary McAdoo has said that advertising has been essential to the success of the floating of Liberty Loan bonds. The Red Cross has been equally emphatic in its praise for advertising. The movement to advertise both these great causes has been cleared thru the National Advertising Advisory Board, representing the advertising clubs.

#### Plays Important Roll

Advertising, also, has been employed to provide a million books for libraries for soldiers and sailors. It has played a part in the movement of the American Bible Society to put a khaki Bible in the kit of every soldier departing for the front. In fact, it has been the backbone of practically every important movement that has grown out of the war.

One of the problems now confronting the advertising men, especially in the United States, grows out of the fact the Government, so far, has never made an appropriation for advertising space, so that all advertisements that have appeared (with a few exceptions where newspapers gave space free) have been paid for by local business men. There have been so many campaigns that it is with increasing difficulty that local advertising men obtain the coöperation of advertisers and other business men.

#### Favors Government Appropriation

The advertising men, thru the National Advertising Advisory Board, have strongly urged that the Government make an adequate advertising appropriation, and have cited the success of the advertising, paid for by the British Government and by the Dominion of Canada.

While urging that the Government appropriate funds for advertising, the advertising men have made it plain that their services in the matter were to be devoted to the campaign without charge for personal services. Advertising, they urged, has enlisted for the war, desiring to do its share as a patriotic duty.

Nevertheless, when the Congress failed to make a sufficient appropriation for advertising the Second Liberty Loan, they were undaunted, getting behind the movement with all the energy they possess, with a determination to do the task as well as possible in the next best way.

Hundreds of full-page advertisements have appeared in the Second Liberty Loan campaign.

Herbert S. Houston, chairman of the National Advertising Advisory Board, in a recent statement citing the fact display advertising space, being a spur to action, is essential to the success of Government campaigns, told of the use of paid space in England.

#### English Government Advertising

"Bonar Law made a demonstration of the power of paid advertising in England," Mr. Houston said. "The press of Great Britain was as patriotic as ours and gave as much attention in news and editorial columns to the various Government loans; but the Chancellor of the Exchequer, beholding the success of advertising in raising the Kitchener army, made an experiment of advertising in floating loans. The result convinced him so completely of its efficiency and economy that he put advertising, in the eyes of all the world, to the greatest test, probably that it has ever met. He gave it the supremely difficult task of making a direct public market among the people for the Victory Loan of $5,000,000,000 and that an interest rate of 5 per cent when the leading bankers in London gave it as their combined judgment that the rate should be 6 per cent.

#### Results in England

"Everyone knows that the Victory Loan was oversubscribed by more than 5,000,000 people at the 5 per cent rate, thus saving the English Government $50,000,000 a year for the period of the loan. The exact cost of the advertising I have not been able to learn, but the best available information is that it did not exceed $2,000,000, a much smaller selling cost than had ever been known before on a bond issue.

The call for the Indiana conference has been issued by William C. D'Arcy of St. Louis, president of the Associated Advertising Clubs of the World.

# NATIONAL LEGISLATION FOR PRINTERS AND PUBLISHERS

By G. E. Hosmer, Chairman Legislative Committee of the National Editorial Association, Denver, Colorado.

The legislative situation, as I see it at present, is portentous for the good of the newspaper fraternity. The most important matter that will come up at the December session of Congress, and the first matter that will be considered in that session affecting the newspaper business, I think, will be the question of Government control and regulation of the print-paper industry. One of the last acts of the recent session of Congress was to make a report from the committee on printing recommending the consideration at the December session of the recommendations of the Federal Trade Commission that they be given power to control the print-paper manufacturing business of the United States and that Congress further provided for the President to take the proper steps to secure the co-operation of the Government of the Dominion of Canada along the same line. The senate joint resolution, No. 101, providing for this, is as follows:

Whereas, by reason of a state of war now existing it is essential to the national security and defense for the successful prosecution of the war to assure a supply of print paper and its equitable distribution at a fair price in order that the Government of the United States may be assured an adequate supply of paper products and that all proper news may be generally and efficiently disseminated: Now, therefore, be it

**Resolved by the Senate and House of Representatives of the United States of America in Congress assembled,** That the Federal Trade Commission is hereby authorized and empowered to supervise, control, and regulate the production and distribution of print paper and mechanical and chemical pulp in the United States, and that all mills producing and all agencies distributing print paper and mechanical and chemical pulp in the United States shall be operated on Government account; that these products be pooled in the hands of the Federal Trade Commission for the term of the war and the emergency occasioned thereby and equitably distributed at a price based upon cost of production and distribution plus a fair profit per ton, as determined by the Federal Trade Commission: *Provided,* That if the compensation so determined be not satisfactory to the person, company, or corporation entitled to receive the same, such person, company, or corporation shall be paid seventy-five per centum of the amount so determined by the Federal Trade Commission and shall be entitled to sue the United States to recover such further sum as, added to said seventy-five per centum, will make up such amount as will be just compensation for such paper, and jurisdiction is hereby conferred on the United States district courts to hear and determine all such controversies.

Sec. 2. That the President is authorized and empowered to take all proper steps to secure the coöperation of the Government of the Dominion of Canada in the creation of a similar agency as herein provided, with like functions; and the Federal Trade Commission is authorized and empowered to act in conjunction with such Canadian agency, when appointed, to the end of fully effectuating the objects of this act.

Sec. 3. That the President shall have power by proclamation to declare that imports into the United States during the present war emergency of print paper and mechanical and chemical pulp shall be made only on Government account, to or thru the Federal Trade Commission, if and whenever he shall determine such step to be necessary in order to fully effectuate the objects of this act.

Sec. 4. That compliance with all orders and regulations of the Federal Trade Commission made in accordance with this act shall be obligatory on any individual, firm, association, company, corporation, or organized manufacturing industry, or the responsible head or heads thereof, and shall take precedence over all other orders and contracts heretofore placed with such individual firm, company, association, corporation, or organized manufacturing industry; and any individual, firm, company, association, corporation, or organized manufacturing industry, or the responsible head or heads thereof, failing to comply with the provisions of this act shall be deemed guilty of a felony and upon conviction shall be punished by imprisonment for not more than three years or by a fine of not exceeding $50,000, or both.

You will notice that the resolution to be considered is very complete and should give relief. All members of the National Editorial Association and others who have kept up on the question realize that this is exactly in accordance with the recommendation of the legislative Committee made to the National Editorial Association at its recent meeting in Minneapolis. If this action is taken by Congress, as now seems likely, great good should be the result. The report of the printing committee makes particular use of the recommendations of the legislative committee of the National Editorial Association and of the resolutions adopted at the Minneapolis convention in behalf of the action it recommends. In this connection it might be stated that the American Newspaper Publishers' Association, the Southern Publishers' Association and nearly all State associations that have taken any action on the matter, have made the same recommendations to Congress that the National Association made.

I would now respectfully urge that the officers of every State and district organization, as well as individual newspaper men, take up with the members of Congress and senators from their State or district the adoption of senate joint resolution No. 101. Do this at once and there is a possibility that the matter may be considered before the holiday recess.

Fellow newspapermen, this is important. For the past two years we have been at the mercy of one of the most greedy trusts that ever inflicted itself upon any industry and the only way I see for relief during the continuance of the war is thru Government regulation and if that fails, thru Government operation of the various mills of the country. This is a time when every newspaperman can do his bit and make it count.

G. E. HOSMER, *Chairman, Legislative Committee, N. E. A.*

## INDUSTRIAL CO-OPERATION BIG WAR NEED

### Plan to bring Large Industries into Closer Contact with Government thru Creation of War Service Committees, Outlined in National Chamber Bulletin

To bring about immediate action by American business on the resolution passed at the recent war convention at Atlantic City recommending that each industry form a committee to represent that industry and to serve as a connecting link between it and the Government, suggestions are given in a war bulletin issued by the committee of the Chamber of Commerce of the United States coöperating with the Council of National Defense.

To the established business of the country, the bulletin declares, it is vital that the vast requirements of the Government for material and labor be met in a manner to interfere as little as possible with essential industry and in a way to maintain as far as possible in these abnormal times the normal structure of business.

**Industrial Problems to be Solved**

"Many lines of industry," the bulletin continues, "are seriously affected by inability to get necessary material or labor and face serious problems for the future in connection with the shifting of labor from one community to another. Because these are problems, not only of the individuals in an industry, but of the industry as a whole, the industry should organize and act in the common interest. These are problems not only of business but also for the Government, because it is essential to the winning of the war that the industrial life of the country be maintained in sound condition.

"Furthermore, the Government to procure war materials and supplies in the vast quantities required, needs the advice and assistance of men having thoro acquaintance with each industry. Also the Government is confronted with great problems in connection with the regulation of prices and distribution and to avoid unnecessary interference with business, needs at its service the practical knowledge and experience which could be furnished by such committee."

**Much could be Accomplished by Committees**

It is thought, according to the bulletin, that such war service committees might undertake the following:

1. To assemble accurate information with respect to the facilities of the industry, the possibilities of expansion or the readjustment of plants and equipment to meet the ever-increasing requirements of the Government.

2. To arrange for the gathering of figures as to cost of production in the industry, including conditions which were changing the cost of production. In this respect the committee would furnish to the Government information which would prevent avoidable hardship in the business by Government regulation of prices or distribution.

3. To act with the Priority Committee of the War Industries Board which is establishing principles governing the distribution of materials in transportation and the order in which various products are to be produced and distributed. The work of the Priorities Committee calls for an immense organization and the quick adjustment of industry to the demands of the priority system. A war service committee representing an entire industry can be of great value in dealing with priority questions with relation to that industry.

4. New facilities are being created and there is great shifting of labor from one section of the country to another. War service committees could offer suggestions regarding the use of existing facilities or the employment of labor in districts of the country where needed after the war.

5. These committees should be ready at all times to meet with any of the Departments of the Government whenever their advice is desired, to discuss questions affecting the industry raised by the war needs of the Government. The committees might also, on their own initiative, present to the Government questions which might call for consideration, and might from time to time suggest on behalf of the industry how orders and material can be distributed to the best advantage, and with the least disturbance to existing or prospective conditions.

**Committees must be Thoroly Representative**

In selecting the war service committees the bulletin emphasizes the following:

A—All branches of the industry should be represented on the committee, whether members of a trade organization or not.

B—It is important that the committee should include representatives of some of the smaller units of the industry as well as the larger.

C—To be in a position to render efficient service, the committee should not necessarily be made up of the presidents of the largest units of the business or of the best known men, but should contain men of recognized ability who have a thoro knowledge of the important details of the industry, particularly costs, specifications and volume of production. Where the industry is widely scattered and different problems exist in different sections, it is important to have the different sections of the country represented, but effort should be made to appoint a committee which can be readily assembled for committee meetings.

D—Sub-committees of the important branches of the industry should be appointed to coöperate with the war service committee wherever possible.

## "EVERY ISSUE CONTAINS MATTER OF VALUE"

So says H. C. Hotaling, President National Editorial Association.

"The publishers of Minnesota have never had a better friend than the National Printer-Journalist. It has given columns of space to our conventions, our gatherings and our interests. Its founder was for many years a Minnesota publisher and for several years president of the State Editorial Association. I refer to the late Benjamin B. Herbert, and the best monument that can be raised to his memory is a continuance of the publication which he founded and to which he gave the best years of his life. Every issue of this publication contains matter of value to the progressive publisher, and we of Minnesota especially should give the National Printer-Journalist our support as it has been in reality not only the official organ of the National Association but of the Minnesota Association as well.

"It is a practical publication and the writer would appreciate it if as many of the newspapermen of Minnesota who feel that they can do so, will do a little boosting right now by subscribing for this excellent magazine. "DO YOUR BIT" NOW when it will count most.

Fraternally yours,

H. C. HOTALING,

Proprietor Enterprise, Mapleton, Minn.

# NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

A MISTAKE common to the average printer-journalist about to engage in the newspaper business is the acquirement of a newspaper press that costs too much money. If the young man would stop to consider just how much per hour this big investment is going to increase the cost of production—the cost of operation of his plant, he would doubtless choose a less expensive machine. A press that will do the work—and do it well—is adequate; but to meet this requirement it does not need to be an expensive machine.

The question as to whether the equipment of the plant should include a typesetting machine, must rest largely with one's own judgment, he being fully acquainted with the conditions; but generally, I think, it will be found true that, where a man can afford such an investment, and the field will warrant it, a standard typesetting machine is invaluable.

Although in the average home weekly it is often sadly limited in quantity, the "straight matter" is a newspaper's most important portion; yet the composition of that matter is the big problem which more than anything else accounts for the gray hairs in a country editor's head; hence, any machine which facilitates that very essential part of the paper's making is plainly a treasure.

When it comes to job presses, paper cutter, lead and rule cutter, mailer, perforator, stapler, or any of the lesser apurtenances of a printery, let the beginner studiously avoid the purchase of second-hand machinery. Viewed upon the floor of a salesroom, a "re-built" machine is a vastly different "critter" than when set up and put into actual operation. It is in the latter test that defects, unnoticeable within the salesroom, show up to chagrin and exasperate the purchaser.

In the matter of type, as practically every printer of today knows, abundance should run to quantity and quality of individual fonts of one series, rather than to variety of fonts, faces, or different series. For instance, a far better looking newspaper, typographically, can be produced with a single series of some suitable advertising letter of moderate face, than with a half a dozen widely varying letters.

In the selection of type, so far as the newspaper department of the office is affected, the ideal plan would be the choice of some one of the leading founders' popular "type families." The basic series of such "family" should be complete and purchased in weight fonts, as should also the bold face "first cousin," perhaps, while lighter fonts of other members of the "family" would suffice. Add to these a few card and stationery faces, a few texts, and a script or two, and, for the ordinary weekly newspaper office, the type equipment is complete.

And finally, since efficiency, that quality so much sought after in these modern days, is quite impossible without economy of time and effort, no printer should begin business without providing his shop with what may seem even a super-abundance of leads, slugs, rules, reglets, wood and metal furniture, quads and spaces. Without a plenty of these accessories rapid work can hardly be expected.

✧ ✧

August 6, 1917.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—We are enclosing some samples of our work, being a subscriber of the National Printer-Journalist and being interested in your criticisms of job and ad work. If you see fit, you are welcome to use any of these and we court criticism so that we may be able to improve our work here.

The Printer-Journalist is helping those who are so fortunate as to be subscribers, and we consider it an authority in the printing line.

Trusting that it will continue to do good, we beg to remain,

Very truly yours,
THE OBERLIN TIMES.
Per G.

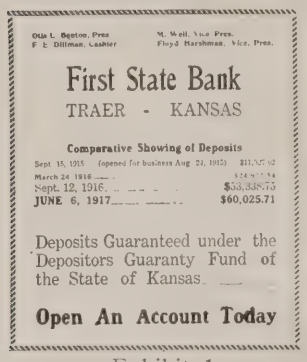
I welcome this contribution from the Times force, inasmuch as it is an evidence of a desire to improve. The best advertisement in the assortment is perhaps this which I am showing as Exhibit 1. This specimen is most pleasing because in it the compositor has grasped somewhat the idea of "massing" or "whiting out" his design. The main fault in this ad, however, as in practically all the work submitted by this contributor, is the use of too great a variety of type faces. Limiting

oneself to the use of but one or two series is about the only way in which high grade work is possible. I suggest the following changes as an improvement in Exhibit 1: All display should appear in the bold old style letter, if available, and these two lines should have been treated thus:

FIRST STATE BANK

Traer, Kansas.

The caption in parentheses ought to have been centered under the line, "Comparative Showing of Deposits," and the list of deposits (each line set in Roman, if the shop afforded four sizes of Roman) should have occupied or formed a block, or mass, with much shorter length of leaders between dates and sums. In the lower mass the rule at the end of the short line should have been omitted and this line simply centered. Exhibit 2 is a good ad, without fault as regards typography, but it


Otis L. Benton, Pres. M. Weil, Vice Pres.
F. E. Dillman, Cashier Floyd Harshman, Vice. Pres.

First State Bank

TRAER - KANSAS

Comparative Showing of Deposits

Sept. 15, 1915 (opened for business Aug. 23, 1915) $11,757.92

March 24 1916 ..... $24,977.34

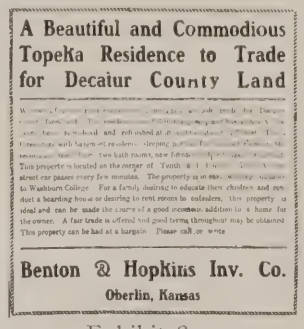
Sept. 12, 1916. ..... $35,338.75

JUNE 6, 1917..... $60,025.71

Deposits Guaranteed under the Depositors Guaranty Fund of the State of Kansas.

Open An Account Today

Exhibit 1


A Beautiful and Commodious Topeka Residence to Trade for Decatur County Land

Benton & Hopkins Inv. Co.

Oberlin, Kansas

Exhibit 2

needs "tightening up," by which I mean reduction of the amount of space between lines and a more judicious distribution of this white around and about the masses. In practically all other specimens included in this contribution, as I have intimated, there is too great a variety, and too much of an incongruity of type faces.

✧ ✧

Clara City, Minn., Sept. 14, 1917.

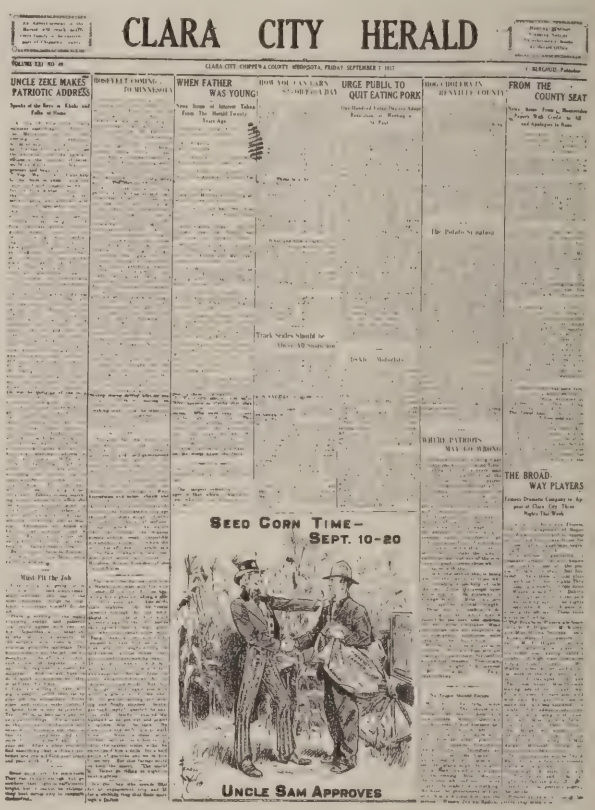
Mr. O. Byron Copper, De Soto, Wis.

My Dear Sir:—Under separate cover, I am sending you a copy of the Herald for criticism. I have discarded the Ready Print service and only print four pages, but have the satisfaction of having an all-home print paper and under my complete control. The high cost of getting out a newspaper at the present time will force a lot of fellows to do the same thing.

Any suggestions or criticisms you may want to make will be gladly received. Yours truly,

C. BERGHUIS.

The foregoing letter from Brother Berghuis of the Clara City, Minn., Herald, opens for discussion a question which I have thought about more or less seriously for the past several years, and more especially since the need for economy in the making of the home paper became accentuated by present war conditions. I have no quarrel with the ready-print houses, but on the contrary have a great deal of praise for them because of the excellent service they have extended to country publishers, many of whom possibly needed, or thought they needed, it; nevertheless I am convinced that the ideal thing for all newspaper makers is the all-home-printed paper. Of course, the principal reason for this is that thus the publisher becomes sole proprietor and sole beneficiary of his advertising space. More and more every year are the great business concerns learning that the newspaper—the home weekly, mind you, as well as the daily—is the very best of the advertising mediums. What the country weekly may lack in circulation is offset by its directness and intimacy with readers. And surely the fact is plain, that the paper printed all at home becomes stronger in all these qualities than the sheet whose inner pages are printed in some distant city, because every page of the former holds something of interest to every local reader, whereas in the case of the latter there are doubtless many who never turn to the inside pages. I am free to grant that there may yet be certain fields in which a ready-printed paper has some justification for existence, but by virtue of modern progress of the world such conditions are rapidly passing, for nowadays the farmer who depends upon the patent inside of his home weekly for information concerning state and national events is surely among the insignificant minority. Hundreds of our great city dailies today pretty thoroughly cover the rural communities. It must be conceded that the average subscriber takes


CLARA CITY HERALD

UNCLE ZEKE MAKES PATRIOTIC ADDRESS

WHEN FATHER WAS YOUNG

URGE PUBLIC TO QUIT EATING PORK

FROM THE COUNTY SEAT

THE BROAD WAY PLAYERS

SEED CORN TIME— SEPT. 10-20

UNCLE SAM APPROVES

Exhibit 3

his home paper for but one main purpose, chiefly to provide himself and his household with the home news; therefore that weekly editor who strains to stretch his service over this line is doubtless reaching beyond his province. Now, since it is true that the average subscriber takes his home paper for the chief purpose of providing himself with the home news, it becomes clear that the publisher who abandons ready-prints and proceeds to print but the customary four pages has done nothing to offend his average subscriber, hence he need fear no loss of patronage even at the same price charged for the eight-page service. An all-home-printed folio, filled with local news and a department of editorials upon subjects of local interest (and I have often shown how these can be based upon subjects brought to light in the news of the week, which, it must be presumed, are covered by the sheet's news columns) is destined to prove just as popular with local folks as a quarto the

half of which consists of matter adequately exploited by the daily press and magazines. But, in view of the fact of economy as the motive back of the suggested

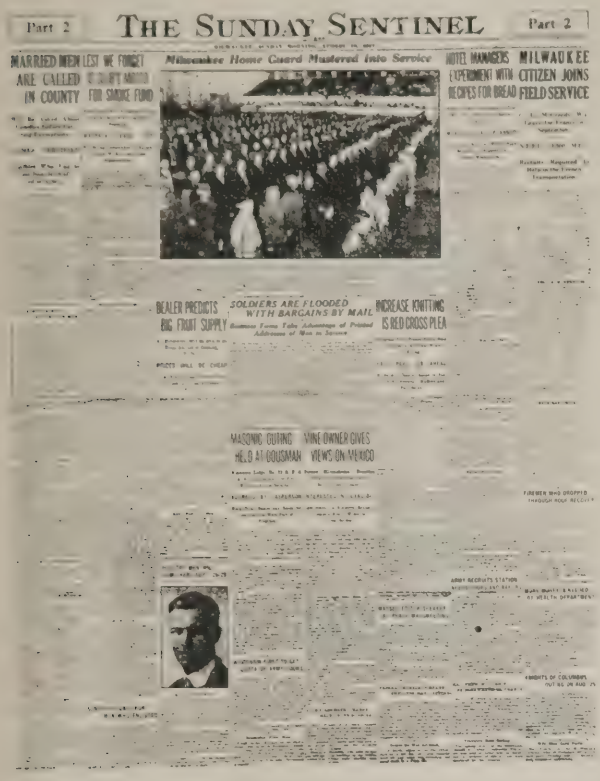



Exhibit 4

change from ready-prints to all-home-print, with the present high-priced print, seem to agree that, all things considered, the all-home-print is cheapest in the end. And such seems to be the sentiment of Brother Berghuis in his letter quoted above, whose Herald is now just such a paper as I outlined within a foregoing sentence. The front page of the Herald is good in that it is free of displayed matter, but, by study of some of the better papers shown from time to time in these columns, ideas for bettering the make-up—of making it more symmetrical and attractive—may be inspired. Advertisement composition is rather mussy and inartistic, and the mechanical makeup is radically wrong, as will be understood by comparison with that which has been so often illustrated as correct and right, through this department. No complaint, however, can be filed against the content of this sheet. (Exhibit 3.)

✧ ✧

I do not here aver that the state of Wisconsin has any just claim to a brilliant reputation for exceptionally good newspapers; yet I suppose in the main the Badger state press will stand comparison with that of a majority of its sister states. Notwithstanding, I have heard the daily newspapers of Wisconsin severely criticised as not being what they could and should be, considering the size and importance of the cities from which some of them emanate. But I am inclined to think the critic must have had in mind papers outside the city of Milwaukee, where is printed the Daily and Sunday Sentinel, a copy of one of the latter of which I have at hand. This Sunday Sentinel, with its twenty-six pages, supplemented by the present-day indispensable comic and ladies' sections, its excellent editorial departments, complete news-service, pleasing typography, and high grade mechanical features, must be placed by any fair-minded judge near the top of the list of creditable American

Exhibit 5

newspapers. The first page of the second section of this Sentinel is selected as an accompaniment to this paragraph, because of its extremely symmetrical and esthetic arrangement, (Exhibit 4) and in Exhibits 5 and 6 are to be seen a couple of very good advertisements.

✧ ✧

I am here reproducing (Exhibits 7, 8 and 9) a trio of attractive advertisement specimens from Brother George S. Guernsey of Geneva, Nebraska, Signal, whose name I think I have heard before. This compositor possesses a nice conception of correct ad-building. He understands the art of "massing" thoroly and fully appre-

Why Gamble With Fire?
Anyone who drives a car or leaves his home unprotected with Pyrene takes a big risk—a risk that may not only mean destruction of property but danger to life, as well.
Fire is an ever-present possibility, no matter how careful you may be. It may burst out in your car when you least expect it, or it may invade your home any hour of the day or night. It may destroy, maim or kill—a risk that is terrible to contemplate when future sight and small investment in
Pyrene
will reduce these possibilities to the absolute minimum. Pyrene kills incipient fires instantly without injury to person or property. It is easily handled by anyone. Will not deteriorate with age and will not freeze. Contains no injurious acid, alkali or moisture.
Automobile Fire
Fire in the Home
Furnished complete, with bracket, for $10.00
ANDRAE
MILWAUKEE WISCONSIN
THE HOUSE THAT SATISFIES

Exhibit 6

ciates the beauty and benefit of adequate white margins. Both points are extremely well demonstrated in any of these ads exhibited herewith. I have only one little hint to offer Brother Guernsey, and that is: Don't make such deep indentions in beginning paragraphs. Some modern ad-men insist upon the extreme of making none at all, in which case, to rigidly perfect balance, they center the closing, or shot line at the conclusion of the paragraph; but I am willing to permit the compositor his orthodox indention, but prefer not more than an em and a half in any long measure. In every detail of his work, as in evidence in this trio of ads, this compositor

proves himself a workman of exceptional ability. It takes a lot of natural ability, or even more will, attention, close study, and hard work, or both, to learn how to create such fine examples of typography.

✧ ✧

The first page here shown (Exhibit 10) can only partially exemplify what a superlative paper Dickinson, N. D., has in Ernest L. Peterson's Press. The Press is a seven-column quarto, all home printed, with contents about as nearly perfect as one is ever apt to find in a weekly newspaper. Typography is verily delightful and the presswork is equally good. I urge the reader to notice particularly the nicety by which the heads on this front page, from the greatest to the very least, has been written and composed, so that each line is of just the right length—and also observe the perfect harmony and uniformity thruout. Completed thus, the page has more the appearance of the handiwork of the Supreme Typographer, than that of human hands, and I must most sincerely congratulate those responsible for such perfection. Nor is the Press' excellence confined alone

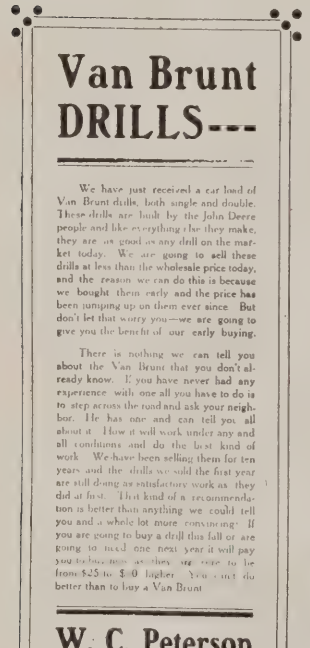

Van Brunt
DRILLS---
We have just received a car load of Van Brunt drills, both single and double. These drills are built by the John Deere people and like everything else they make, they are as good as any drill on the market today. We are going to sell these drills at less than the wholesale price today, and the reason we can do this is because we bought them early and the price has been jumping up on them ever since. But don't let that worry you—we are going to give you the benefit of our early buying.
There is nothing we can tell you about the Van Brunt that you don't already know. If you have never had any experience with one all you have to do is to step across the road and ask your neighbor. He has one and can tell you all about it. How it will work under any and all conditions and do the best kind of work. We have been selling them for ten years and the drills we sold the first year are still doing as satisfactory work as they did at first. That kind of a recommendation is better than anything we could tell you and a whole lot more convincing. If you are going to buy a drill this fall or are going to need one next year it will pay you to buy now as they are sure to be from $25 to $30 higher. You can't do better than to buy a Van Brunt
W. C. Peterson
Geneva, - Nebraska

Exhibit 7

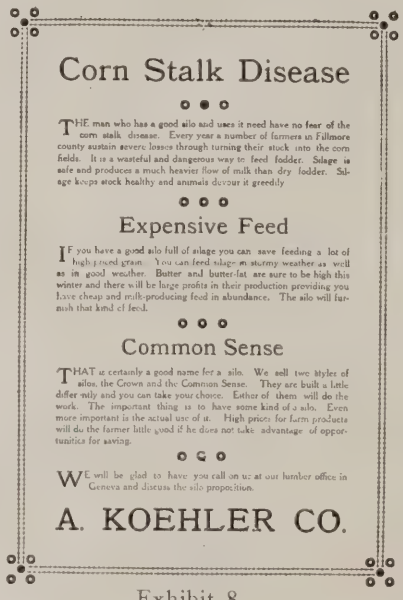

Corn Stalk Disease
THE man who has a good silo and uses it need have no fear of the corn stalk disease. Every year a number of farmers in Fillmore county sustain severe losses through turning their stock into the corn fields. It is a wasteful and dangerous way to feed fodder. Silage is safe and produces a much heavier flow of milk than dry fodder. Silage keeps stock healthy and animals devour it greedily
Expensive Feed
IF you have a good silo full of silage you can save feeding a lot of high priced grain. You can feed silage in stormy weather as well as in good weather. Butter and butter-fat are sure to be high this winter and there will be large profits in their production providing you have cheap and milk-producing feed in abundance. The silo will furnish that kind of feed.
Common Sense
THAT is certainly a good name for a silo. We sell two styles of silos, the Crown and the Common Sense. They are built a little differently and you can take your choice. Either of them will do the work. The important thing is to have some kind of a silo. Even more important is the actual use of it. High prices for farm products will do the farmer little good if he does not take advantage of opportunities for saving.
WE will be glad to have you call on us at our lumber office in Geneva and discuss the silo proposition.
A. KOEHLER CO.

Exhibit 8

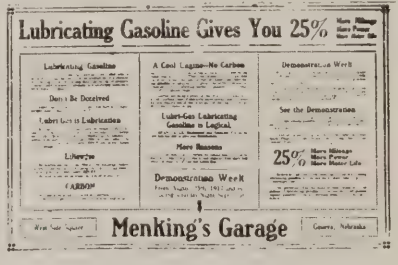



Exhibit 9

to its mechanical features—not by any means: I note that every story has been carefully and intelligently written, as carefully machined and proof-read. And, as a very important portion of the sheet, Brother Peterson's three columns (more or less) of editorial paragraphs form a veritable gem. Changing the metaphor to a simile, equally true, it might be said that these editorial paragraphs of Brother Peterson's are like a cluster of diamonds set in pure gold. I might have chosen pearls or some other precious stone for my simile, but diamonds is best, because these paragraphs, like the gem with which I have likened them, sparkle with brilliance. And I wish that the reader might behold the exemplary amount of local news in this fine sheet!—four pages full of it, and the minimum of plate in use. There is some country correspondence, too, and other original matter—very little (if any) quoted stuff, and that's what, in my opinion, makes an ideal home weekly. Some makers of such papers seem to think if they have filled their columns, even tho the filling may be done

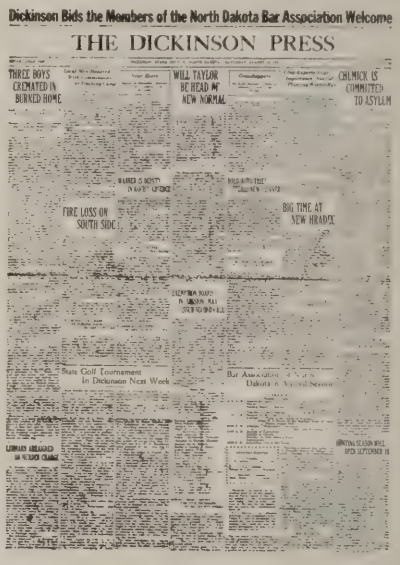

Dickinson Bids the Members of the North Dakota Bar Association Welcome
THE DICKINSON PRESS
THREE BOYS CREMATED IN BURNED HOME
WILL TAYLOR BE HEAD OF NEW NORMAL
CHUMICK IS COMMITTED TO ASYLUM
FIRE LOSS ON SOUTH SIDE
BIG TIME AT NEW HRADOK
State Golf Tournament in Dickinson Next Week

Exhibit 10

with "midget miscellaney" and a mess of stuff of more or less interest clipped from exchanges, they have fulfilled their mission and ably acquitted themselves of all obligations to subscribers; but I'm inclined to consider that in order to render the supreme service which should be the constant aim of every loyal newspaperman, the paper should consist, so far as possible, of original matter gathered and prepared personally by the editor and his force—purely a product of the home shop. And all this brings into order for discussion another point—that rule of journalism long honored as perfectly right and proper to take, re-write and appropriate to one's own use, or submit for sale and publication in other mediums, news stories and feature stories gathered and discovered by others—not steal them, of course, but garble them, which is little better in my opinion. I have never approved of this practice, considered all right, nevertheless, in the ethics of journalists, nor have

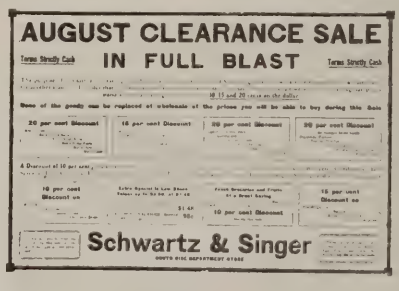



Exhibit 11

I ever knowingly stooped to it. When another writer's words are desirable, and in all good literature we find them, an editor is perfectly within his rights to quote them; but in all such quotations the endeavor should ever be to give full credit. Just a word now concerning

the advertisements in the Press and I will pass on to the next specimen: The compositor does his work exceptionally well, as I prove by showing three of his examples in Exhibits 11, 12, and 13, but 'tis a shame that they are not all arranged systematically according to the ideal method so often exploited in this department of the National Printer-Journalist.

✧ ✧

And here we have another Wisconsin daily, the Journal, published at Antigo. The copy of the Journal before me is of the "year end edition," published almost a

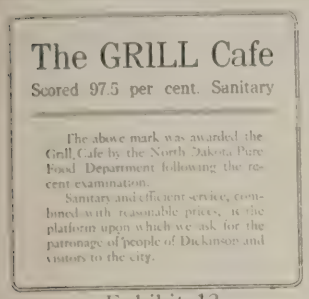

The GRILL Cafe
Scored 97.5 per cent. Sanitary
The above mark was awarded the Grill Cafe by the North Dakota Pure Food Department following the recent examination.
Sanitary and efficient service, combined with reasonable prices, is the platform upon which we ask for the patronage of people of Dickinson and visitors to the city.

Exhibit 12

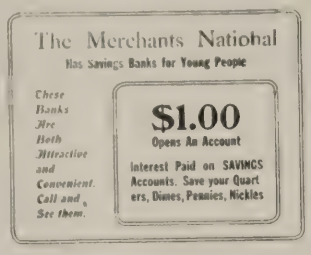

The Merchants National
Has Savings Banks for Young People
These Banks Are Both Attractive and Convenient. Call and See them.
$1.00
Opens An Account
Interest Paid on SAVINGS Accounts. Save your Quarters, Dimes, Pennies, Nickles

Exhibit 13

year ago, at the close of the year 1916. It is a sort of a review of the progress and development of the Journal's field during the twelve months past, and as such is a most creditable creation, consisting of four quarto sections, all nicely illustrated. I have had this specimen in my posession so long that it has become pretty badly "shelf-worn," nevertheless, I shall try to show herewith the front page in Exhibt 14. This is not so artistic a page as it might have been. The idea of running the rule under the seven-column head-line out over the first of the two columns in which the triple-column head (which relates to the first line) appears, is erroneous. The news-service offered by this sheet is very good and complete, and this idea of showing up the industrial and agricultural achievements of the city and county is highly commendable. Fred L. Berner is editor of this little daily, and his work is worthy of compliment. All mechanical features of this edition's inner pages, including make-up, typography, composition and presswork—are much better than the make-up and typography in evidence on the first page here shown, and particularly fine is the advertisement composition. The ad-compositor shows a talent that is at once resourceful and versatile—in other words, he gets out of the rut. A number of the excellent ads are shown as Exhibits 15, 16, 17, 18, 19, 20, 21, and 22. These are much better ads than

THE ANTIGO DAILY JOURNAL
ALLIES FORWARD REPLY TO GERMAN PEACE NOTE
GERMANY'S OFFER HELD CONFESSION OF WANING HOPES
RECORD TRIP MADE BY AVIATION CORPS OF AMERICAN ARMY
BRITISH STEAMSHIP HAS NARROW ESCAPE
GERMAN SOLDIERS ADVANCING ALONG ROUMANIAN FRONT
SPAIN HAS DECLINED TO SUPPORT WILSON
FORMALLY REFUSE TO ENTER NEGOTIATIONS WITH ENEMY
CORONATION COMES ON EVE OF CRISIS HUNGARIAN KINGDOM
CHRISTMAS SEAL SALE GRATIFYING SUCCESS
CAPTAINS ELECTED FOR BOWLING TEAMS

Exhibit 14

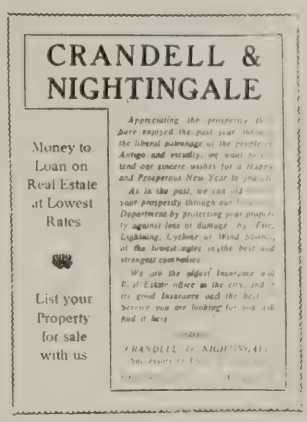



Exhibit 15

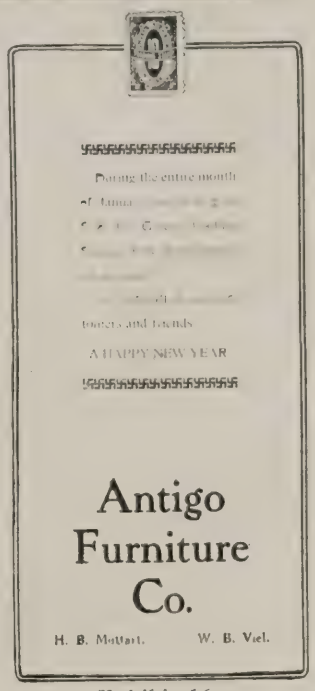



Exhibit 16

those exhibited in this same installment, as extracted from the Milwaukee Sunday Sentinel, and, while I am being possibly a trifle extravagant with space in reproducing so many, I do not feel that the space is being at all wasted, for a careful study of these specimens cannot fail to greatly benefit any compositor who wishes to improve. It doesn't do much good to merely look at such specimens, but they must be given close attention, must be scrutinized and studied. This will sharpen a compositor's ideas, elevate his taste, inspire him and give him enthusiasm for his work. Running thru these specimens very hastily, I find only the following flaws: In Exhibit 15 the lower mass at the left outside the panel ought to have been dropped to alignment with the rule; and in Exhibit 21 the underscore below the word "Right" should have been omitted.

✧ ✧ ✧

A recent mail brought me another copy of the Covington, Tenn., Leader, that excellent southern paper on which Brother Tom McGregor sets the displayed work, and it contains several delightful advertisements which I would gladly show here, in spite of the already abundant array of reproductions, but for the fact in every one of them are a number of leads, slugs and quads printing up, a symptom of lack of justification. Now this is a fault very apt to creep into a painstaking compositor's work. I remember once when I was employed as ad-man on a certain daily, this was the only complaint the "make up" ever filed against my work—he

used to "cuss" because I didn't put more leads in my ads. But I always hestiated to add a point more than seemed absolutely necessary to make the ad "lift," because, if there was anything which broke my heart, it was to behold gapping white "joints" in the panels and borders of my ads after they were printed. But this was what I would often painfully beho'd in the office mentioned, by virtue of the surplus leads which the

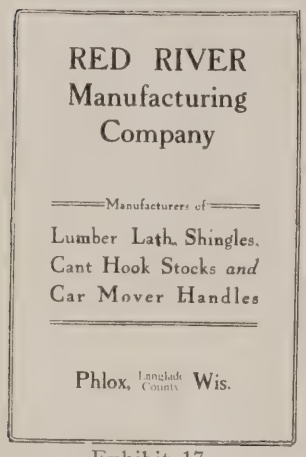



Exhibit 17

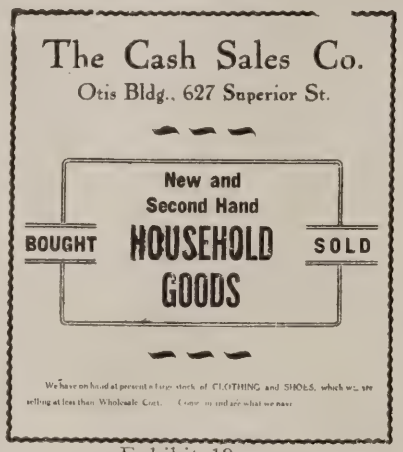



Exhibit 19

aforesaid "make-up man" would slam into my ads, while making up, in order to insure their "lifting" and prevent the printing up of leads, slugs and quads. And, incidentally, the perfect "whiting," or distribution of space, in my work was thus often seriously upset. And I surmise this is exactly the failing of Brother McGregor—he doesn't like the prospect of white gaps of judgment which would get in just the right amount of material

Every Worker
In the Middle West is urged by a First Page Editorial in "The Labor Review," a mouthpiece of organized labor, to see Thos. H. Ince's $1,000,000.00 Cinema Spectacle
"CIVILIZATION"
THE MOST STUPENDOUS SPECTACLE EVER CONCEIVED BY BRAIN OF MAN
SPECIAL INSTRUMENTAL AND VOCAL MUSIC
RESERVE YOUR SEATS EARLY
OPERA HOUSE
Saturday and Sunday
January 6th and 7th
MATINEES, 3 P. M. NIGHTS, 8:30
PRICES 25, 50, 75c and $1
Read!! Read!!

Exhibit 20

Exhibit 21

to cause the ad to "lift" all right without being so great that the "squeeze" of the quoins won't close the "joints" of rules and borders in the lockup. But, I'll leave it to Brother Tom, if little streaks of white where the rules and border fail to join, aren't more bearable than the unsightly blots with which loose leads, slugs and quads besmear an ad when they work up?

In Exhibit 23 I am afforded the pleasure of showing an attractive ad specimen from the DeKalb (Ill.) Review, that excellent news and half-tone disseminator by the famous photo connoisseur, H. W. Fay, which I have been privileged to review more or less thoroly on several former occasions in these columns. In this specimen we have an effect very like that advised against in Exhibit

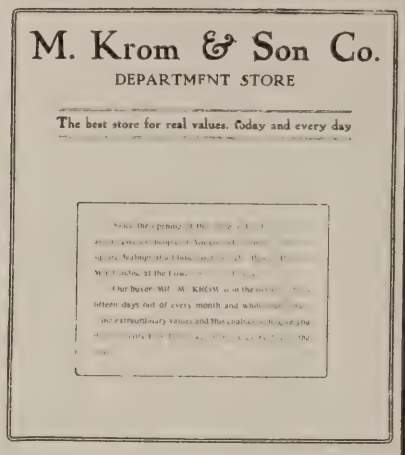



Exhibit 22

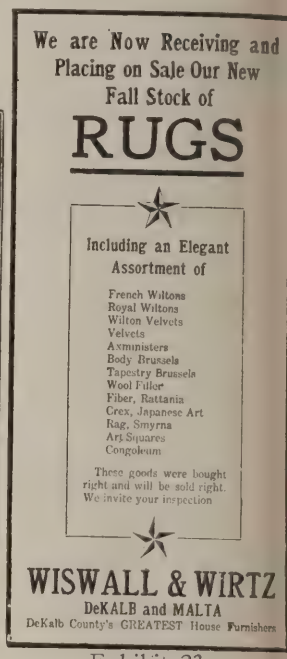



Exhibit 23

21—the underscore below the displayed word just preceding a panel; but in this latter instance the underscore is a veritable part of the design, becoming so because its length is equal to the width of the panel, hence it is wholly unobjectionable. However, I would have liked this specimen just as well—possibly a little better—if this underscore had been omitted. Otherwise this is an excellent piece of ad work.

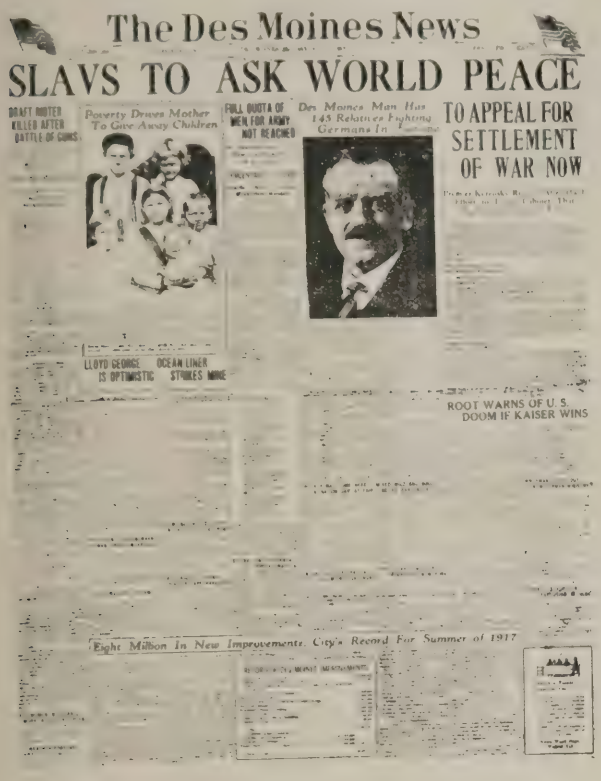
✧ ✧

I presume I am indebted to my erstwhile friend and close neighbor, Herbert J Metcalf, who is the present secretary of the Iowa State Council of National Defense, with offices at Des Moines, for these copies of the Des Moines News, including specimens of both the home and final editions. That the News is a neat, attractive sheet typographically, the accompanying photographic reproduction of its initial page will prove, and this miniature picture, will also, in a measure, show how well this Des Moines paper's title fits it—it surely is the News. (Exhibit 24.) Clever reportorial and editorial work are in evidence, the editorial columns proper being particularly well gotten up. All departments of this paper are strictly up-to-date and this includes, of course, all mechanical features. The advertisement composition is especially well done. (Exhibit 25.) Mr. Metcalf, who is himself a very clever newspaper man, with a pen considerably more facile and versatile than the ordinary, has an interesting story in this edition of the News, on the subject of the Iowa Council of Defense, which is not among the least of the edition's entertaining features.

✧ ✧

J. E. Morehouse, foreman, has my thanks for a copy of the Wausa (Neb.) Gazette, of which the first page appears as Exhibit 26, which will serve to exemplify much

of its modest chastity and beauty. The strict uniformity of headings is pleasing, and the sharp contrast afforded between the bold Gothic head-lines and the straight matter precludes the monotony which is apt to obtain in


The Des Moines News

SLAVS TO ASK WORLD PEACE

TO APPEAL FOR SETTLEMENT OF WAR NOW

Poverty Draws Mother To Give Away Children

Des Moines Man Has 145 Relatives Fighting Germans In

DRAFT RIOTER KILLED AFTER BATTLE OF GUNS

FULL QUOTA OF MEN FOR ARMY NOT REACHED

LLOYD GEORGE IS OPTIMISTIC

OCEAN LINER STRIKES MINE

ROOT WARNS OF U. S. DOOM IF KAISER WINS

Eight Million In New Improvements. City's Record For Summer of 1917

Exhibit 24

papers of this style where heads of a letter of less strength are employed. Whether or not this copy of the Gazette is of normal size, I know not, but it comprises fourteen home-printed pages. They are all neat, well

Seventh Carley's Walnut

29c Final $5

Reductions

Prices Smashed! Everything Must Go!

Coats Dresses Suits

Former Prices Were

$10 to $20 Are Now $5 | $20 to $40 Are Now $10

HOUR SALE--8:30 to 9:30

$1.50 Tan Khaki Hood Figured Tub Skirts
$1.50 White China Wash Silk Waists . $1

The Two, Shirt and Waist, for

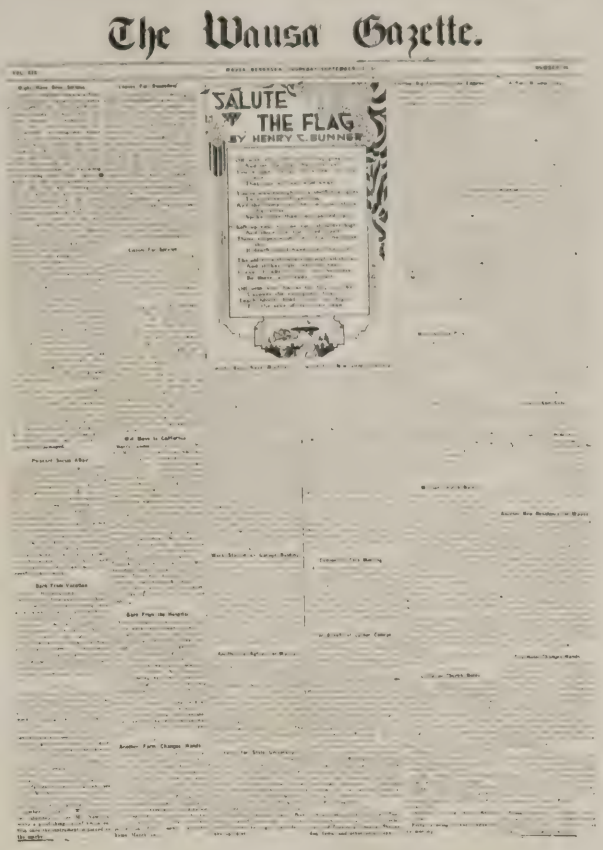
Every Waist In The House Is Reduced

$9 4.98 | $6 3.68 | $5 2.68 | $3 1.49

Exhibit 25

printed pages, too, the abundance of reading matter as well as the abundance of displayed matter both exceeding considerably that to be seen in the average home weekly. And I must say the bulk of this reading matter has been treated in a highly creditable manner by both editor and compositor, and in a no less creditable shape

has the ad-man handled his portions. The latter workman evinces a fair understanding of balance, of massing, and of the judicious use of white margins and masses in


The Wausa Gazette.

SALUTE THE FLAG

BY HENRY C. BUNNER

Exhibit 26

the eking out of his designs and display. One of the best examples of his work may be seen in exhibit 27. This sheet is the product of the Anderson Publishing

This is the Store Where You can Buy

The Palmer

which is, by all odds, the best-made garment ever offered the women of America at a reasonable price. Its style is correct; it usually fits without alteration; its splendid quality is so well known that it is the criterion for all other coats and the buyer receives more actual value, as measured by the service given, than can be secured in any other coat made for women, misses and juniors. We still have a splendid assortment of individual styles and want you to see them.

LADIES' SKIRTS

OR the woman who desires to "dress up" and who appreciates what F being fashionably dressed means, we offer a large line of latest style in skirts for Fall and Winter wear. Made strictly according to the high standards this store is famous for.

G. E. SWANSON : Wausa

Exhibit 27

Company. F. E. Anderson is editor, while C. A. Anderson is business manager. The latter, I then presume, is responsible for the high degree of prosperity in evidence in this publication's every page, and equally gratifying is the work of the former. His editorial columns are about eighteen or nineteen ems in width and replete with articles embracing sane and timely subjects which are discussed in an enviable style and with a cultured diction and phraseology. Little happens within the Gazette's field, apparently, that escapes the editorial news-net, and, as stated before, this is all presented in excellent shape to the reader. Withal, then, 'tis plain to be seen that Wausa is blessed with an unusually good paper.

# LOOK TO THIS DAY

FOR IT IS LIFE ,,, THE VERY LIFE OF LIFE. IN ITS BRIEF COURSE LIE ALL THE VERITIES AND REALITIES OF YOUR EXISTENCE:

THE BLISS OF GROWTH,
THE GLORY OF ACTION,
THE SPLENDOR OF BEAUTY.

FOR YESTERDAY IS ALREADY A DREAM AND TOMORROW IS ONLY A VISION; BUT TODAY, WELL LIVED, MAKES EVERY YESTERDAY A DREAM OF HAPPINESS AND EVERY TOMORROW A VISION OF HOPE. LOOK WELL, THEREFORE, TO THIS DAY. SUCH IS THE SALUTATION OF THE DAWN.

—FROM THE SANSKRIT

A. R. G.

# REVIEW OF JOB PRINTING

Address all Communications to Alfred R. Gardner, 4610 Ravenswood Ave., Chicago, Ill.

SOMETIMES our Uncle Sam gets blamed for faults which are not at all his and one of these is the charge of mutilating envelope designs by the Postoffice Department. The fault is usually not with the Postoffice but with the printer or designer. We all ought to know that the stamp cancellation mark used covers approximately a space 1⅜ 3½ inches in the upper right corner of the envelope, and any attempt to extend the printing into this space subjects it to mutilation by the stamp cancelling machines used in the Postoffice.

The two envelopes we are illustrating here are good examples. In the Spokesman-Review job the cut of the building could be reduced in size so as to permit the line, "The Spokesman-Review" to be moved to the left far enough to clear the postmark. The building can also be moved to the left and lowered considerably. This change would not alter the beauty of the job, from a printer's standpoint, but would certainly make it more attractive to the customer.

The envelope for Schlau, Burnett and Co., which is printed in three colors and makes a very creditable appearance as it leaves the press, is barely readable when it reaches the customer. This job could be improved by moving the text to the left, giving it an equal margin on the top and left; and hanging the trademark below the rule instead of above as at present. The trademark could also be reduced some in size, and possibly it might be just as well to omit it entirely.

The Remington job is a mailing folder, printed in two colors. Here the value of a very attractive and appropriate illustration is almost wholly destroyed by being covered, in a very important part, with the address label.

If printers would give more attention to details such as these in planning work, much complaint would be avoided. Remember that an envelope, mailing card or folder is not complete until it reaches the customer. The job may be ever so attractive as it leaves the press, but if provision has not been made for the stamp, postmark and address without covering some part of the design, the work is largely in vain.

✧ ✧

Blotters and mailing folders seem to be a hobby with William Eskew of Portsmouth, Ohio, from whom we have received a bunch of samples, the work on which is, as a whole, very commendable, as is also that on the specimens of letterheads. Mr. Eskew's advertising is worthy of emulation by other printers, and we quote the following from one of his folders relating to the printer's trade-mark which is interesting:

Five hundred years ago, master printers were required by their communities to mark all their product with their name or trademark. The poor printer could not avoid detection. The good printer was rewarded.

That was during the period of the Renaissance when art was reborn.

Today, only a few buyers of printing insist that the master printer mark his goods; the others forget that it is a token of ability, a sign of guaranty, a promise to make good.

If all printing purchasers realized this, then would the printer's trade-mark come back; and the poor printers would have to go.

As a matter of fact, many men have the wrong idea of a printer's trade-mark. They consider it as an advertisement, and ask the printer to leave it off.

And yet, would these men be satisfied with a Chickering piano without a trade-mark, a Packard automobile without a name-plate, a Hart Shaffner & Marx suit without the label, Uneeda biscuits under some other name?

Not much!

None of these things would be so valuable without their mark of excellence. They might be just as good, but they would not be so valuable in the market.

The trade-mark has placed them in an exclusive class. It has stabilized them—made them standard.

When you buy a trade-mark article you feel safe. Unreliable goode are not trade-marked; and that's the reason we have hired Mr. Frederick W. Goudy, the well-known New York artist, to design a trade-mark to distinguish our printing. We intend to make this trade-mark the sign of excellence.

When you see this mark on a folder, booklet, catalog, or other piece of printing, you can feel certain that capable workmen, modern machinery, up-to-date methods, and standard material have been used in its manufacture.

It will stand for quality and excellence in printing at the right price. It will mean that it came from the shop where superior service is maintained.

Insist upon it in your printing. Don't accept a substitute.

Just the same as you demand a trade-mark on your shoes, sox, shirt, suit, hat, collar, demand it on your printing—then you will be satisfied with your purchase.

✧ ✧

The Service Bulletin for printers and lithographers, by the Hammermill Paper Co., of Erie, Pa., furnishes many practical suggestions that printers will find helpful in selling printing.

✧ ✧

The Cleveland Folding Machine Co., sends out a neat folder with a scare-crow front—"I want to be FED"—to advertise the Cleveland Folding Machine. It ought to attract the attention of almost any printer.

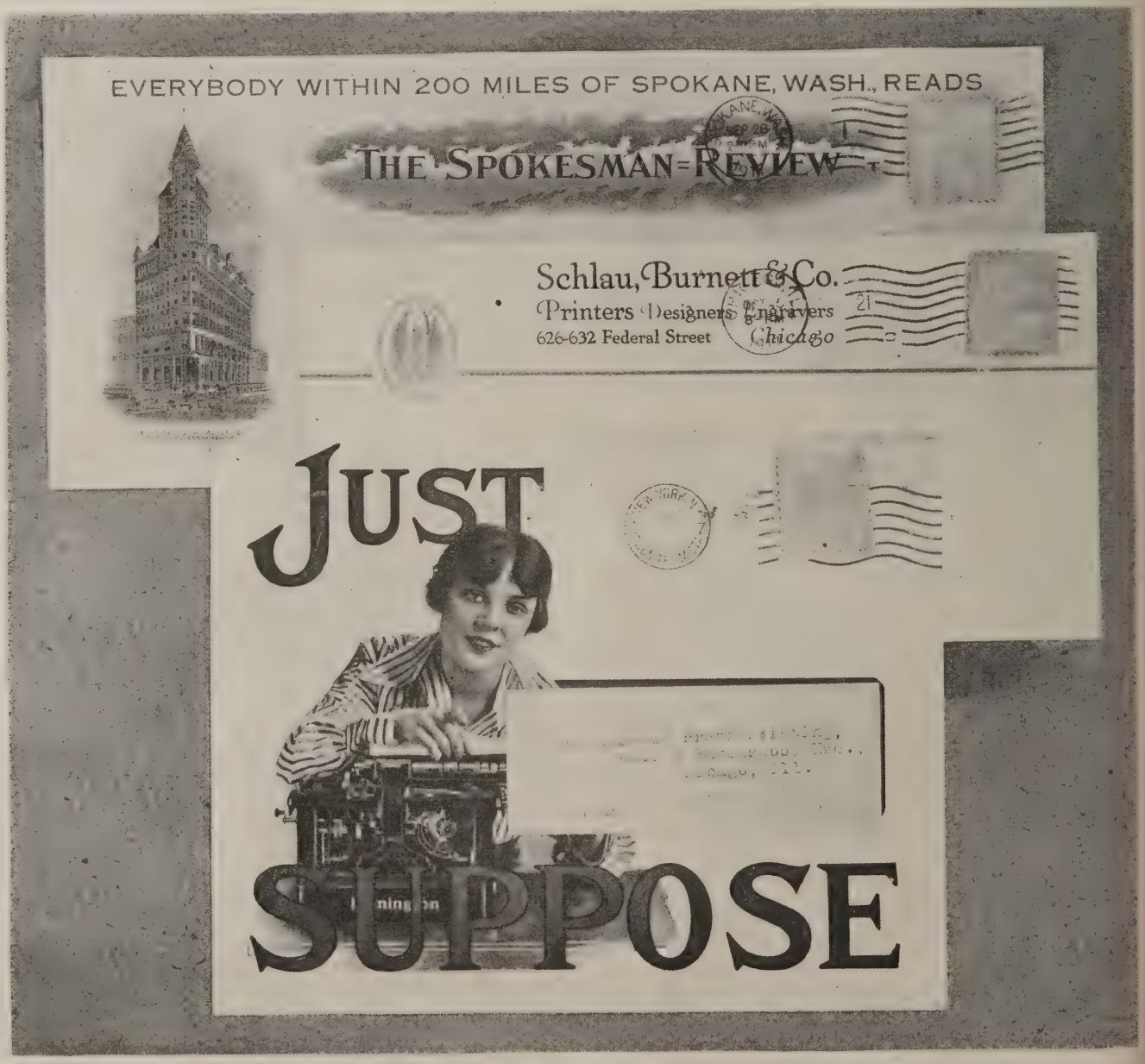
The Neenah Paper Co., Neenah, Wis., is sending out some attractive advertising showing their bond and ledger papers.

✧ ✧

From the Davis Press, 25 Foster St., Worcester, Mass., we have received a blotter on which the old-fashioned deacon, who is supposed to be "still singing the same good old song, Good Printing," occupied a prominent position. It is a good job.

✧ ✧

The Rigid Rim Steel Galleys made by the Challenge Machinery Co., should appeal to printers who want a strong, low-priced galley. They are very convenient to handle and the wide rims reduce the possibility of scratching cuts and type on the runs to a minimum.




Illustrating how the best of job work is spoiled by stamp cancelling machines.

From the Praja Bandhu Printing Works, Ahmedabad, India, we have received an assortment of Parsi New Year Cards printed in Gujerati and English. This is one of the first attempts of printers in that territory to issue such cards. The coloring and designs are very good, and the presswork above the average. These printers are to be congratulated for their enterprise and good taste.

✧ ✧

"Over There" Specials is the title of a very neat folder sent out by the Edison Shop of Chicago to advertise new Edison records. The job is done in three colors on rough white stock by the Bert L. White Co., Chicago.

✧ ✧

The Hampshire Paper Co., of South Hadley, Falls, Massachusetts, has placed on the market a new laid paper, Rob Roy Linen, which should appeal to users of business stationery who want something a little out of the ordinary and of good quality. This paper is made in the same mill as the Old Hampshire Bond.

✧ ✧

The Eclipse, a monthly house organ of The Eclipse Electrotype & Engraving Company of Cleveland, Ohio, arrives on our desk regularly and contains much information of value to the trade.

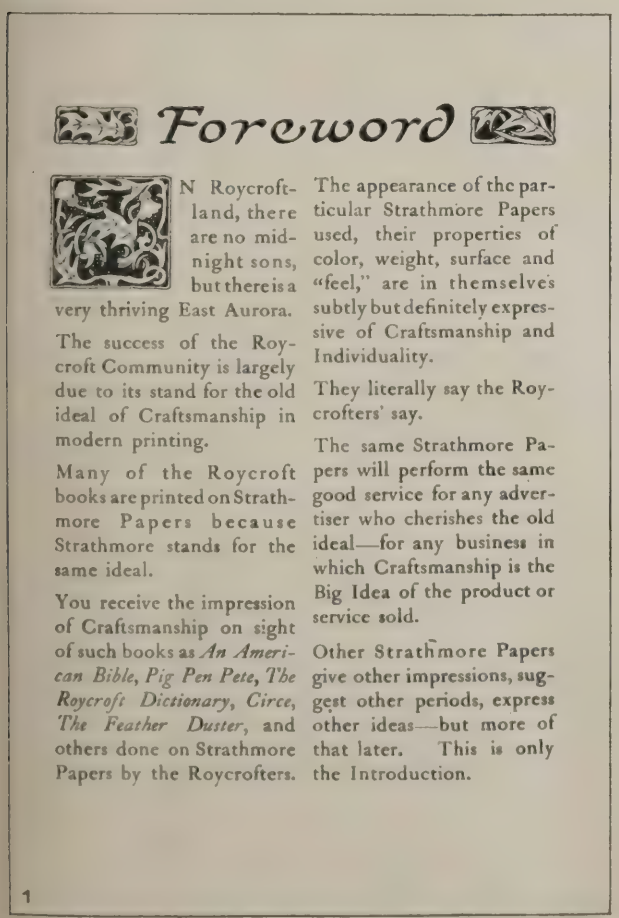
Etchings, the house organ of Gatchel & Manning, Philadelphia, is a beautifully printed and illustrated booklet that will interest users of engravings. It would look much better, however, had it been trimmed to 4¾ x 6⅛ inches, instead of 4⅝ x 6, with the extra margin on the outer edge and foot.

✧ ✧

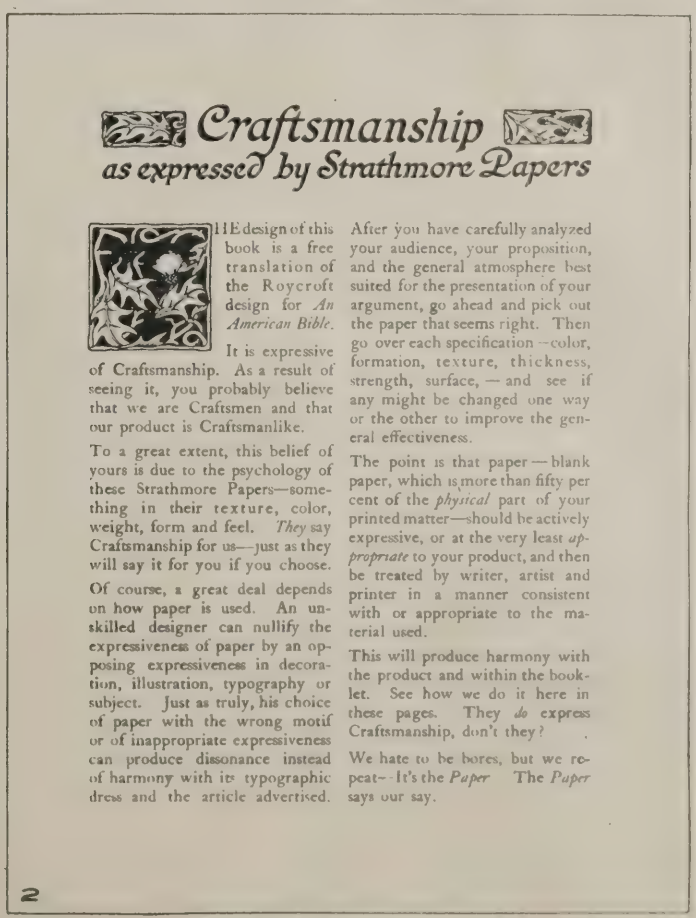
The Cowles Publishing Co., Spokane, Washington, sends a very attractive broadside advertising the Spokesman-Review, printed in process and black; also a folder advertising the Pacific Northwest Farm Trio. The folder would be more attractive we think if the title page had been set in type that would harmonize with the other pages instead of using Foster and Webb.

✧ ✧

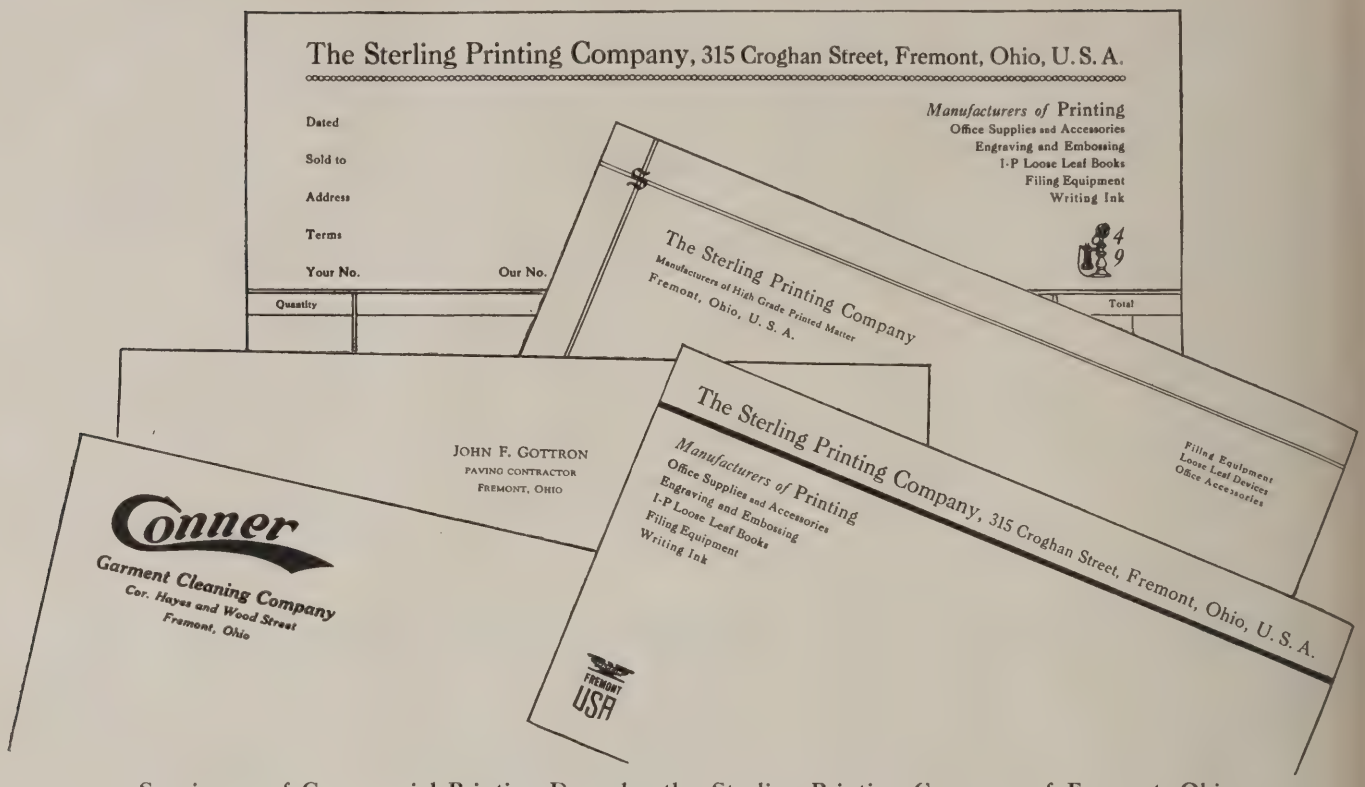
"As the Roycrofters do it," an elegant booklet exhibiting Strathmore papers, would look much better if the margins on the text pages were not so out of proportion, we can hardly approve of the narrow side margins with the excess of white at the head and foot. The illustrations on this page show (1) the margins as printed and (2) the margins as we think they should be. The original of this booklet was 6¼ x 9¼, printed in two colors, cover in three colors and emboss, and with the exception noted is an excellent job of work.


Foreword
IN Roycroftland, there are no midnight sons, but there is a very thriving East Aurora.
The success of the Roycroft Community is largely due to its stand for the old ideal of Craftsmanship in modern printing.
Many of the Roycroft books are printed on Strathmore Papers because Strathmore stands for the same ideal.
You receive the impression of Craftsmanship on sight of such books as An American Bible, Pig Pen Pete, The Roycroft Dictionary, Circe, The Feather Duster, and others done on Strathmore Papers by the Roycrofters.
The appearance of the particular Strathmore Papers used, their properties of color, weight, surface and "feel," are in themselves subtly but definitely expressive of Craftsmanship and Individuality.
They literally say the Roycrofters' say.
The same Strathmore Papers will perform the same good service for any advertiser who cherishes the old ideal—for any business in which Craftsmanship is the Big Idea of the product or service sold.
Other Strathmore Papers give other impressions, suggest other periods, express other ideas—but more of that later. This is only the Introduction.
1

Poor Margins


Craftsmanship
as expressed by Strathmore Papers
THE design of this book is a free translation of the Roycroft design for An American Bible. It is expressive of Craftsmanship. As a result of seeing it, you probably believe that we are Craftsmen and that our product is Craftsmanlike.
To a great extent, this belief of yours is due to the psychology of these Strathmore Papers—something in their texture, color, weight, form and feel. They say Craftsmanship for us—just as they will say it for you if you choose.
Of course, a great deal depends on how paper is used. An unskilled designer can nullify the expressiveness of paper by an opposing expressiveness in decoration, illustration, typography or subject. Just as truly, his choice of paper with the wrong motif or of inappropriate expressiveness can produce dissonance instead of harmony with its typographic dress and the article advertised.
After you have carefully analyzed your audience, your proposition, and the general atmosphere best suited for the presentation of your argument, go ahead and pick out the paper that seems right. Then go over each specification—color, formation, texture, thickness, strength, surface,—and see if any might be changed one way or the other to improve the general effectiveness.
The point is that paper—blank paper, which is more than fifty per cent of the physical part of your printed matter—should be actively expressive, or at the very least appropriate to your product, and then be treated by writer, artist and printer in a manner consistent with or appropriate to the material used.
This will produce harmony with the product and within the booklet. See how we do it here in these pages. They do express Craftsmanship, don't they?
We hate to be bores, but we repeat—It's the Paper The Paper says our say.
2

Right Margins




**Specimens of Commercial Printing Done by the Sterling Printing Company of Fremont, Ohio**

The A. W. McCoy Company, Pittsburg, Pa., believe in making advertising SELL, and the quality of their specimens shows them well able to produce work possessing this valuable function. There is, however, one fault we find, not particularly with the work of this company but with that of a great many printers, and that is the use of labor-saving brass rule for borders. It will work very well while the rule is new, but as soon as it has been used a few times the joints begin to show sufficiently to destroy the beauty of the straight, even lines. For the better grades of work, especially on coated papers, it is best to use rule cut to order with mitered corners for borders. If care is used in storing rule of this kind, it can be recut from time to time so that in the long run the cost will be no greater, if as great, as it is with labor-saving rule and the results are far superior. Our reason for mentioning the rule proposition in this connection was a little folder by the McCloy Company, in which the typography and make-up is excellent and the press-work almost perfect, but the first page is set with a labor-saving rule border that is worn just enough to be noticeable to the printer, and thereby mars what is otherwise an almost perfect job.

✧ ✧

The Vandercook Press, Chicago, gets out a good series of blotters to advertise their proof-press.

The Sterling Printing Company of Fremont, Ohio, sends a package of samples that are well worth reviewing and we are reproducing five of them herewith. The invoice is printed in black and grey on grey stock; the Sterling note-head and envelope in black and blue on white; the other two specimens are in black on white. The typography of some of the tickets and campaign cards is much better than this class of work ordinarily get and at the same time is very simple. Among the samples are a couple of letterheads on which the lists of names, etc., which often require so much small type, are grouped at the right side of the sheet. This idea is not entirely new, but is certainly a good one and should be used oftener than it is, as it gives opportunity for the date, name of addresse and salutation without sacrificing space that should be properly devoted to the letter.

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"Sahlin's Typography" is a portfolio containing samples of work done in the Roycroft Shops at East Aurora, N. Y., by Axel Edw. Sahlin, the superintendent of the typesetting department. Volume I, which we have received contains seventy or eighty samples, nearly all of them in true Roycroft style—excellent typography and coloring with good press-work on stock that gives to the product a richness and effectiveness that is seldom equaled.

But the Roycrofters are noted for telling their own story, so here is part of Sahlin's own:

Sahlin's Typography is a portfolio containing samples of Printing done at The Roycroft Shop by the Craftsman himself and is published not so much on account of its intrinsic value and worth, as in the hope that its influence will turn other young Typographers to thinking on typographic matters.

It is not always expected that Masterpieces will be turned out in every-day work of the Printshop, but it is possible for the great bulk of Printing to be much better than it is and approach more closely the ideals of the Industry.

Intelligent analysis of the subject helps here.

In designing and laying out my work I try my best to work it into a classic mold, by employing uncommon treatment.

Some of the specimens have, I am sure, individual, typographic note and challenge attention because of their unusualness.

Personally, I am a great believer in originality. I believe in having things different. I think it is good business and not bad Art. I believe in ornaments (of course I know it is not good to have too many) and I believe in lots of color. Perhaps that's the reason why I seem to fit in so well in this artist-shop.

Mr. Hubbard used to say that my work had the true "Sahlin Spirit and Roycroft Style"—the materialization of an ideal that always went straight to his heart.

The Roycroft Style is quaint rather than ornate. effects being secured by the use of old-style letters, and rough surface papers. The display is always clear and striking. the matter is ever distinctive and the red and black title-pages mark the work of the artist-workman who strives ever to get away from the usual without sacrificing artistic excellence.

Originality in Printing nowadays is one of the most difficult of qualities to attain. You must use the types and blocks and papers and colors which have been in use for ages; hence it is extremely unlikely that a rearrangement of all these things in a manner admittedly satisfactory and at the same time quite original can be achieved every time.

We are, therefore, contented to allow the use of conventional type, paper and other materials, giving the man the laurels of originality, if he simply achieves a subtle difference in the placing or arrangement of the matter, or even in the juxtaposition of color—that is, originality even in a tiny detail must earn for the workman the envied title of originality.

One of the secrets of business success in the Twentieth Century is to give the public something they can not get everywhere, and the secret of the successful employee is to give the employer something he cannot get from anybody else.

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Mr. Eugene Booth, typographer for the Times Job Shop of Cherokee, Iowa, is doing excellent work as his specimens show. The following from one of his circulars sounds good:

You haven't yet begun to fight the Battle of Business, if you are still buying "cheap" printing. Your advertising must compete with other advertising, just as your goods must compete with other goods sold by rival dealers.

The cheap circular and the beautifully printed catalogue—the announcement of the butcher, the baker and the candlestick maker—are fighting together, in the same morning's mail for the attention of your prospect. Every piece of printed matter you send out must compete at its destination for a hearing with dozens of other circulars and announcements and catalogues. If you want yours to make an impression, and to win a reading, you need all the strength and attractiveness that Good Paper and Good Printing can add to their effectiveness.

Place your next order for printing on the basis of Confidence. Select a good, reliable printer and say to him, "Here, I know you are capable and honest—take this job off my hands. Here's about what I want, fix it up for me—attend to all the details. Give me the benefit of your service and a good job of printing; then charge me what is right."

Positively you will get more for your money. A reliable printer will appreciate your confidence; will exert himself to show his appreciation. He will give you the best he has in the shop. Every judicious economy will go to your credit in the bill. He will take pleasure in pleasing you—with the price no less than with the workmanship and material."

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## CREATE PRINTING

The curse of the printing business today is lack of salesmanship. Printers usually look for the work they need in the plants of their competitors, and they overlook entirely the uncultivated fields right at their own front doors.

Only two kinds of ability are well paid, creative ability and executive ability. The printer who would succeed today must create the work he wishes to do. He must educate users of printing to use the right kind of printing, made-to-order publicity, to fit their business. If the printer gives that kind of service, he won't have to create a demand for his product; the demand will create itself. In the past year 75 per cent of our output has been on this creative work; we have made jobs grow where none grew before.—Thos. S. Dando in "The Printing Art."

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## A NOTABLE DINNER

A journalistic-diplomatic dinner of marked significance was given in New York October 1st at the St. Regis Hotel, when Oswald Garrison Villard, President of the New York Evening Post Company, entertained in honor of Viscount Ishii and associate members of the Imperial Japanese Commission. The occasion was designed to promote closer relations between the two countries by bringing the emissaries into touch with an influential portion of the American press. Sixty newspapers and magazines of the East were represented among the one hundred and twenty-five diners, some of the guests coming from as far West as Chicago, represented by David E. Town of the Chicago Evening Post, and Peoria, Ill. The South was represented by John Stewart Bryan of the Richmond News Leader and Clark Howell of the Atlanta Constitution.

Addresses were made by Mr. Villard, as host, Viscount Ishii, Controller W. A. Prendergast for the City of New York, Prof. John Dewey of Columbia, Don C. Seitz and Aimaro Sato, Ambassador from Japan.

A friendly spirit marked all of the utterances and Viscount Ishii expressed pleasure at the opportunity to thank the newspapers of New York and America for the part they played in making possible what he termed the "wonderful reception."

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

Established in 1888 by Benjamin B. Herbert

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CHICAGO, ILLINOIS, NOVEMBER 1917

The printer-publishers of the nation are to have an increasing share in financing the war and recent developments have brought the fact home to them with convincing force.

With the contributions in space, both in the wide use of the editorial and news columns and that part of the newspaper reserved for sale, publishers have demonstrated a patriotic abandon of purpose to aid the great cause which is engaging everyone's attention. There have been no "slackers" in the profession anywhere. Publishers and printers have loaned their money to the Government in the purchase of bonds. They have contributed to the Red Cross, the Y. M. C. A. and numberless other funds and have made the support of every war interest popular. To popularize war is no small task. Without their aid, the wonderful advances made by the people would have been impossible.

The printing and publishing industry is getting ready to respond to the tax levy and there is no doubt whatever that every owner of a printing press will obey the law and pay his share ungrudgingly. With depleted forces of workmen, an increased wage scale and the costs of materials mounting higher than ever before, there is grave danger of many overreaching their powers and the likelihood is that scores of owners of printing and publishing establishments will discover their inability to continue in business, unless they effect an immediate revolution in their methods of management. The condition is a most serious one and worthy of the closest study.

Some have already reached their Rubicon and unless they at once repair their conduct of affairs and insist upon much higher prices, it is very likely that they will ever bridge the stream of events which may carry them to economic destruction. This warning is sounded with no thought of spreading alarm and encouraging panic but with a full appreciation of the exigencies with which thousands engaged in the great industry are confronted.

* * *

The increasing need of a powerful representation in the seats of the mighty, in the capitals of State and Nation, is now thoroly felt by all intelligent printers and publishers. Other interests have maintained lobbies and their influence has been felt but the indefinite, unrelated and rather ill-favored representation of those engaged in the printing and publishing business, has allowed legislators to form erroneous conclusions. They have not known what the problems of the printer and publisher really are, nor do they appreciate the difficulties under which the trade is forced to operate. The Legislative Committee of the National Editorial Association accomplished much with mediocre support. The members could not hope to accomplish more under the unusual circumstances.

Neither the National Typothetae nor the National Editorial Association have had a sufficient amount of money with which to carry on the work in their own defense. If postal legislation had been solidly opposed by the newspaper-printing offices of the Nation, probably it would have not been injected into the war revenue bill.

The uncertainty of action in regard to the price of news print is another case in point. Why should one class of newspaper publishers, who happen to have the financial control of paper mills, pay considerably less than those who have to go on the market for their purchases? In the words of President H. C. Hotaling: "The greatest force in America for the spread of patriotism and loyalty is being crowded to the wall and penalized by those who control the print-paper situation."

The Government printing of envelopes should not be allowed to become a dead issue and in the time of war the reasons for a discontinuance of this foolish piece of bad business conduct should be more apparent than ever.

A vigorous drive for recognition should be made when the next Congress assembles and the time for preparation is the present. An army of twenty thousand printers and publishers enlisted under the banners of the United Typothetae of America and the National Editorial Association could accomplish something this winter that would put vim and vigor into the whole industry and, by reflex action, help the whole nation into a better appreciation of the values of publicity and the products of the printing press.

# TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago

HE average business man has not paid a great deal of attention to the value of trade-marks. How do you stand in judging their value?

Are you protected, or are you simply "taking a chance"?

Now, when it comes down to a matter of value, we must figure in definite terms. Good will is undoubtedly the most definite thing in business. It is worth more usually than equipment; it is the life of the investment.

All of your advertising and all of your sales work must be represented by the good will that you create. It implies that your customer, for certain reasons, will patronize you in preference to your competitor. You know that this will happen continuously.

At the end of the year, or possibly six months, you take an inventory. That inventory tells you what business you have done. Very likely you operate on cost accounting methods, and your cost accounting tells you how much profit each branch of your business pays. And the sum-total is what you call your good will.

But have you ever traced the relationship between that good will and your trade-marks?

### What is a Trade-Mark?

What do you understand by the term, "trade-mark"?

A trade-mark is the same to goods as the old coat-of-arms was to a family name. It is the distinguishing mark that indicates that the goods were made by a certain manufacturer. As that manufacturer gains a reputation for quality, honesty, promptness and for other virtues, his trade-mark naturally becomes more and more valuable.

People will look for that trade-mark because they realize that they are going to get real value for their money. The trade-mark signifies uniformity.

At one time, there was a circus that operated principally for the gain that came from carrying gamblers along with it. Each year the circus had to change its name. It dared not cover the old territory under the same name! So every winter the wagons were repainted with a new name! But this certainly illustrates the value of a trade-mark. That circus, under the old name, would have been recognized immediately. But under a new name, even the same persons in it, seemed to be different!

### We All Depend on Trade-Marks

Everyone depends upon trade-marks. We may have a certain favorite trade-mark applied to clothing or for cloth or fabrics of different kinds, or in buying shoes or pianos or talking machines, automobiles or anything else we use. Every man who was a small boy in the past thirty years knows the meaning of Barnum & Bailey, Ringling Brothers, or Sells Brothers, or Forepaugh's. He understands the full value of these names, because in his childhood they represented standardization in amusement. They were the greatest circuses in the world.

And every hunter knows the name of Winchester, Marlin, Smith & Weston, Remington and Colt. These names signify standards to him.

And every office manager knows the name L. C. Smith, Smith-Premier, Remington, Fox, Underwood and Oliver. He also recognizes the trade-mark of Burroughs; and every merchant recognizes and appreciates the value of the trade-mark of the National Cash Register Company. Every grocer knows the meaning and merit of Uneeda, and so we may go all the way down the line, and we find names that are symbols to you. Those names represent good will.

Part of that good will lies in the fact that we remember those trade-marks. We recognize them just as tho they were old friends. And after a time, through this recognition, we seem to have confidence in them. Using the goods and seeing the trade-mark so closely associated therewith, the trade-mark has always stood for quality.

### What Is a Trade-Mark Worth?

Now, let us see whether we can place any monetary value on a trade-mark. What is a trade-mark worth? It is a good deal like property. Some property is worth considerable and some is worth little.

Men have been known to buy building lots in cities for a few hundred dollars, and in a few years they have been able to sell those same lots for several thousand dollars.

And men have been known to secure leases in the down-town section of some large cities and in a few years sell those leases for a sufficient sum of money to become independent.

A trade-mark is a good deal like a lot. It depends upon conditions, some of which exist within itself, and some of which exist outside of it.

Take the trade-mark of Wrigley's Spearmint gum and Wrigley's Doublemint gum. We understand that Mr. Wrigley spends about two million dollars a year, half of which is in advertising. This means that in ten years he would have spent twenty million dollars, and yet all of that tremendous expenditure is represented by the trade-marks! If he should lose those, he would lose his business. The only thing that he could do would be to come out and say "This is the original Wrigley." And there have been instances where a man has been prohibited from using his own name in his own business!

Whatever your investment in good will has been, is virtually what your trade-mark is worth. If you spend ten thousand dollars a year, that means that you are investing ten thousand dollars every year in making your trade-mark or trade-marks more valuable. All you spend in advertising and sales work and in your equipment, is an investment in the value of your trade-mark, because, after all, your trade-mark represents your good will, and your good will is far more valuable than all of your other assets combined.

There are a great many trade-marks in the world today that represent tens of millions of dollars, and there are others that represent millions, and hundreds of thousand and tens of thousands.

Just bear in mind that as surely as the lot that cost the business man a few hundred dollars has become worth a good many thousand dollars, or the lease that he secured principally on his nerve, has made him independent, that surely the trade-mark that represents small value today may be worth thousands, hundreds of thousands, or millions of dollars in the future.

Every time a new brand of goods is put out, it is the assumption of the manufacturer that he has a real trade-winner. If he did not figure this way, he would not go back of that brand with his vigor and his investment. But even if he does not build up a great profit-maker, he still has something of value. His cost accounting system would show him exactly what his brand will earn for him each and every year. But if he goes to sell his business, then he realizes the value of his trade-mark.

### A Trade-Mark Shows Its Worth in Times of Sale

How could you expect to sell a piece of property without being able to deliver the deed? Suppose you came along with an abstract of title, and you said to the prospective purchaser: "Here is the abstract. It shows that the title is clear and perfectly good. Now, this is all you need. I cannot find the deed. The last owner apparently did not put in on record." What would the prospective buyer say? Why he would regard the act as suspicious in the extreme. All negotiations would cease then and there.

Now, suppose you were going to sell the good will of your business. If you had to go to the prospective buyer, and tell him that the trade name was secured merely by priority of right, that you had no record of it, that it had not been registered, you would go to him without a deed.

An old property owner once said, "The best way to arrive at the value of property is to find out what it would bring if you had to sell it." And whenever you sell anything, you have to give a bill of sale or a title to show the purchaser that what he has bought is free from all incumbrance. If you had a brand of goods that made one hundred thousand dollars a year for you, and you had no right to your trade-mark, do you think that any manufacturer would want to take your business, would want to risk all that money buying you out?

(To be Continued)

## RELIABLE PAPER STRONGEST ADVERTISING MEDIUM

"Many people are anxious to mask their advertising as news," said Editor J. H. McKeever of the Daily American (Aberdeen, S. D.), in an address before the students in journalism at the Northern Normal and Industrial School of that city.

"They feel that it will have a stronger influence upon the minds of readers than if standing honestly on its own feet as a legitimate appeal.

"I don't think so, and I believe that people are coming more and more to recognize the straight out appeal of advertising as such.

"Truth in advertising is just as essential as in news. It is a strange thing, but advertising in a newspaper known to be reliable has a greater pulling power than the same copy in another paper. So you see that accuracy in news reporting has a very real cash value."

## WHO PAYS YOUR SALARY?

Sounds like a simple question, doesn't it? And immediately you answer—the firm.

You're right, yet you're wrong. It is true that the money you receive each week in the little manila envelope is furnished by the concern which employs you—but—the one who pays your salary—the one who really says how much shall appear to your credit every seven days is yourself—You & Co.

By your interest in your work, your efforts for the interest of the firm, and your honest, productive sixty-minutes-to-the-hour service, the salary you are paid is measured. You earn your own salary. How much are you going to make yourself worth?—Store Topics.

# WHAT THE "LIVE WIRES" IN THE PRINTING AND PUBLISHING INDUSTRIES SAY

**PROPER RELATION OF DIFFERENT ELEMENTS NECESSARY IN PRINTING.—By Will Bradley, New York, in an article for the Strathmore Paper Company, Mittineague, Mass.**

A design which is to enter into printing is never complete in itself. The type with which it is to be combined and the stock upon which it is to be printed are units requiring the same consideration as the actual drawing. Usually the original drawing receives more attention than it deserves and is elaborated beyond all reason. As we know nothing of that spirit of craftsmanship which should encourage each man to intelligently contribute just the note which will best aid the contribution of his fellow workman, printing which is not prepared under the master hand of an individual is good only by accident. It may have the best drawing procurable, excellent typographical workmanship, and splendid presswork, and yet be thoroughly inconsistent because of the lack of a proper relation of one element to another.

Frequently a line of lettering properly spaced and in the right color would prove more effective for a cover than would a more pretentious design. The lettering should have less weight upon one of the light covers than upon the dark. This weight may be in the actual letters or in the depth of color with which they are printed. The shape of the letters should be determined by the relation they are to bear to the type in the text. When these points are decided by the man responsible for the final result, and ordered accordingly, the line of lettering is readily procurable. If he is in doubt and orders merely a cover the designer seldom thinks beyond his own drawing, in which case the design, effective in its original form, may be a misfit when printed.

If the problem is that of a booklet or catalogue, and the responsibility for the design rests entirely with the printer, he should first determine the character of stock necessary for the inside pages, make a dummy of this stock, and bind it with the cover that seems most appropriate and effective, then lay out the inside pages according to their requirements. The cover design may then take any form from a line of type to an elaborate composition, but this form should be determined by the requirements of the complete dummy.

The amount of text each page is to carry determines the width of margins. If this is short enough to permit of large and easily readable type with wide blank margins such a treatment is desirable. If the text is long and wide margins would necessitate small type the margins should be sacrificed, as art is not a sufficient excuse for a lack of legibility. Narrow margins are sometimes as effective as wide and may be carried even to extreme narrowness if kept consistent with a general typographic scheme.

The two opposing pages constitute a unit, one page is one-half the unit. The margins of a single page should increase in width beginning 1 inside, 2 top, 3 outside, 4 bottom. This will make the combined inside margins of the two pages greater than the outside margin and less than the bottom margin.

Full-page cuts should be placed on the left-hand page, when the right-hand page is either a title or the first page of text carrying a heading and on the right-hand page when opposite a full page of continued text. If small cuts are used they should be so placed in the text as to balance the opening.

Type is divided into two classes, that composed of a heavy stroke and a hair line, and that composed of two strokes of nearly the same weight with the absence of hair line. For printing in one color hair-line type demands hair-line ornament. When a solid page of hair-line text is surrounded by brass rule, the latter should be a combination of hair line and face rule. The width of the face rule may be just a trifle heavier than the heavy stroke in the type. A monotone type permits of a face rule without the hair line. This same principle should be carried into any more elaborate scheme of borders or designed decoration. When the decoration is printed in a second color, such as vermilion, olive, brown, or gray, it is permissible to use drawings without hair line in combination with hair-line type. The weight of these drawings will either control or be controlled by the color in which the decoration is to be printed.

Ordinarily, it is not necessary to use more than one face of type and, when possible, it is desirable to restrict this to one size. Avoid heavy and jobby types.

There is no special art standard for commercial printing. Type display is answerable to the same rules which control architectural composition. Uniqueness and novelty are easily obtainable, but unless there has been a thorough understanding of the decorative principles involved, it is only by the most remote accident that the result will justify the effort. Without previous art training only the most direct and straightforward typographic arrangement should be undertaken, otherwise the result will be amateurish and without value.

Primarily, there are two styles in typography: straight composition in which no word or line is set in larger type for purposes of emphasis, and display composition in which for purposes of emphasis, and display composition in which for purposes of emphasis there are used a variety of sizes. Each finds its best models in the book text and title page. If copy is properly written its various parts bear a natural relation one to another, which readily determines their relative values, and the sizes of type necessary for display. If the type and sizes are chosen wisely, the spacing handled correctly, and if the stock and presswork has had due thought, artistically and commercially, the result must be of the highest quality.

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**STUDY OF EFFECTIVE COMBINATIONS PRINCIPAL ESSENTIAL IN DISPLAY ADVERTISING—By G. F. G. Winter.**

The function of type in advertising is analagous to the spoken word of the salesman, with this exception—that it must present your message to an unknown prospect, whose tastes and inclinations or prejudices are a matter of conjecture.

The salesman can size up his man and frame his appeal to his needs, but type addresses at once with the same words the possessor of a twelve cylinder and the owner of a flivver, merchant and clerk, corporation head and office boy, and well planned typography strengthens

the appeal to each and every one of these who is a logical prospect.

If a design or illustration seems called for to make the appeal stronger or to picture the wares it should be so planned as to co-ordinate with the type, not, as is too often the case, absorbing entirely too much thought and effort to make a fine drawing and being elaborated beyond the needs of the case. The design should contribute to the form at only that measure of idea value or suggestion that seemed to call for a drawing at the outset and should then make way for the type and its job.

Unless the type is prepared by one properly equipped, type on its side may nullify the effect of a good design either by poor selection or faulty arrangement.

Printing that is not planned by a master hand is good only by accident, and the sum total of the efforts of artist, engraver, compositor and pressman too often result in an inconsistent mess because of the lack of a proper relation of one element to another.

The selection of the proper type for a given subject should be based on a most simple premise—that of selecting a type in harmony with the keynote or outstanding feature of the proposition to be promoted. Type does suggest various qualities or impressions, and these are becoming standardized, so that the selection of a type face can be made by matter of rule rather than being done by predilection or on wrong premise.

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**WHAT THE ADVERTISER EXPECTS FROM AGENT AND PUBLISHER—By James H. Wood, of Wood & Reber, Seattle, Wash.**

Advertisers and advertising agencies in the larger cities of the state study the newspapers of the smaller cities with an interest that the publishers do not perhaps appreciate.

Advertisers are always looking to increase their sales. That is why they advertise. Agencies should always be willing to place more advertising where it will bring business to their clients. And yet there are not many manufacturing and business concerns with headquarters in the larger cities that are engaged in state-wide or even in extensive sectional advertising. There are advertisers who stubbornly refuse to recognize any virtue in advertising outside the dailies of the big cities; there are advertising agents who are violently prejudiced in favor of one or another certain form of advertising and who oppose the use of any other mediums.

But I wonder to what extent the publishers of the smaller newspapers themselves are to blame for lack of some of the advertising that originates in this State. The so-called country editor is a fine citizen, and in campaign times especially he has no chance to forget that he is a mighty molder of public opinion, but unless he gets out a good looking paper, makes it readable and interesting, puts punch into it and proves it is an influence for good in its field he fails to make it attractive to outside advertisers.

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**NEWSPAPERS MUST WORK WITH LOCAL MERCHANTS FOR SUBSTANTIAL SUCCESS—By Dale Strong, Spokane, Mich.**

I have talked with most of the country editors in Eastern Washington, and believe that practically all of them are anxious and ready and willing to do something really worth while along community development lines. But they do not know exactly what should be done or how to do it systematically.

Catalogue houses, parcel post or home trading are questions of secondary consideration, and I want to say they should have no place in a community development campaign.

I have noticed that many country editors are beginning to doubt the ability of their home merchants to meet and withstand the competition of the big mail order houses and city department stores, and I strongly suspect that the doubts of these editors may be traced in many cases, right to the merchants' doors; that these doubtless are also the local merchants' subconscious fears and doubts, and the newspaper man senses it.

**Let Merchants Organize**

Now, the local merchant and the local editor are the last two men on earth who should admit, or even allow themselves to think, that the established, existing system of distribution is on the way to the discard, unless or until they are mighty sure of it.

**Here to Stay**

The parcel post is an established fact; it is probably here to stay; let the mail order houses, local merchants, farmers and everyone else use it as best they may. The mail order houses are here and here to stay. They are legitimate business enterprises, and I can even see where they may be of real public benefit—in preventing merchants in isolated communities, where there may be little local competition, from getting exorbitant prices and profits.

To a certain extent two different and conflicting systems are contending for supremacy—buying at home thru the regular established channels of trade, and the other, later system of buying away from home, thru mail order houses. So far as our community development campaign is concerned we must be willing to let the best system win.

**Depends on Advertising**

Personally I believe that even if the mail order houses could undersell local dealers this gain or saving would have to be real and considerable to compensate the citizens of any community for the direct and financial damage done to the well-being and prosperity of that community and themselves as individual members of it by patronizing and building up the opposing system.

But it has not yet been demonstrated that there is any real saving or economy in buying away from home.

Of course the crux of the situation lies in advertising on the part of the home merchant and coöperation on the part of the newspaper publisher. Nothing can withstand the force of effective advertising campaigns on the part of the merchant in his home paper, backed by sound business methods and an honest delivery of honest values.

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**BROAD PRINCIPLES OF SUCCESS IN THE PRINTING BUSINESS—By Robert C. Fay, Editor "The Acorn," Chicago, Ill.**

Show me a business man's library and I can come close to telling you where that man will land on the ladder of Success.

Experience counts—but experience that only helps you do the tasks of today better than yesterday has but little cash value. Unless experience is supplemented by the viewpoint of men in other lines, whose angle is different than yours, you can not expand your ideas and you will never reach your ideals.

First you must make up your mind that whether you are twenty-five or forty-five you are still going to school.

Some one has said: "Experience is the best teacher," but bear in mind that the other man's experience is better yet.

Why should you spend a year or ten years to learn from experience what another man has written down, that you may in an hour or a day start making profits from that very experience.

You are a printer, but don't study printing only. You must sell your printing, therefore study salesmanship. You must finance your plant, hence money and banking are essential to your success. You must keep bad accounts off your books and the one best way to keep out of the courts is to know credits and collections. Business organization and management are as essential to the successful printer as a knowledge of typesetting, and the artisan who knows business psychology can mold men's minds by mail or in personal contact with the individual.

**SCHEMES AND CONTESTS FOR NEWSPAPER SUBSCRIPTIONS OF NO VALUE—By S. J. Morton, Publisher Bedford County Times, Shelbyville, Tenn.**

In the opinion of this writer, the various schemes and contests resorted to by many newspapers, such as giving away pianos, diamond rings and many other articles of merchandise in order to get subscribers, are not only money-losing propositions to the publishers in every case, but show a spirit of desperation on the part of the publishers in being willing to be subjected to financial loss in order to increase their circulation. These things should be beneath the dignity of ambitious country editors.

But, some editors may say, how, then, shall we get our papers widely circulated among the people? We must have a wide circulation in order to hold our advertising patronage.

A paper that has so little merit about it and has such little influence in the county that you have to force it upon the people and virtually give it to them without money and without price is not worth very much to the wide-awake advertiser.

### Clean Paper Will Win Out

The high character of the editor and the publication of a clean, dignified and truthful paper, faithfully serving the constituency by treating every man and every business enterprise in the county fairly and squarely, and giving that moral tone to the paper that should characterize every worthy publication will win friends and customers, and the subscribers will be anxious to pay in advance for a publication that enjoys the confidence of the people and gives such excellent service to the public.

It should be the ambition of every country editor to make his paper worth while in the community and county in which it is published.

A newspaper is not a public charity, but an indispensable public benefaction and leader of thought in the community, and stands for everybody who stands for the right, and advocates everything that's for the uplift and improvement of the people, morally, spiritually and financially. Its columns are always open to the people for the expression of their views on all public questions and for the boosting of all worthy enterprises in the community.

### Make Paper a Necessity

If the editor will fill the columns of his paper with live local news, giving nearly all of his space to town and county news, his paper will become popular with the people of the county, because they will be convinced that the paper is indeed working for the pleasure and welfare of home people alone, and it will become a welcome visitor in the homes of the people and you will hear on every side these kind and cheering words: "Here's a dollar; send the paper on; I cannot do without it."

As far back as I can remember every country newspaper has required cash in advance on subscriptions, and it has been generally understood by all subscribers that they are expected to pay in advance for their paper, and as a rule nearly all of them do so.

If subscribers become delinquent it is the fault of the publisher. A subscriber does not expect the paper to come to him for a longer time than he paid for, and the publisher should discontinue the paper when the time is out. If the subscriber is well pleased with the paper he will promptly renew when he finds his time has expired. I can offer no better plan than the one we already have.

Follow these few simple suggestions, always require cash in advance on subscriptions and you'll have no trouble with delinquent subscribers.

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**INCREASE CIRCULATION BY ADDING NAMES TO NEWS COLUMNS—By T. J. Maroney, Publisher Courier, Sedro-Wooley, Wash.**

My first effort in a new field was the building up of my news columns. My front page is devoted entirely to items of the greatest importance. Weddings, births, deaths, etc., are strictly taboo on the front page of my paper. These items are not of importance to the average reader, and very seldom are not known to everyone before the publishing day of the paper. For that reason they should be treated as mere passing news items and not as items of real importance to the community.

After my first few issues I began to hear many favorable comments on the general make-up of my paper and was told that there was a great improvement in the appearance, the quality of the news, the amount of news published; and my advertising columns showed a marked increase in business. I did not attempt to solicit advertising until I was satisfied that my publication met the requirements of the advertisers, and when I was convinced in my own mind that my paper was as good as the community could expect, and that it was a vast improvement over any paper ever published in this field before, I went after business.

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**VALUE OF EDITORIAL PAGE INCREASING—By Howard L. Burba, Editor Times-Democrat, Lima, O.**

Experience in running country newspapers, and years spent in studying those conducted by others, has led me to believe that each year sees the percentage of editors who realize the value of a snappy, crisp, clearly written and, above all, timely editorial column growing greater. The tendency is not toward the metropolitan style of journalism, nor is there, so far as I have been able to discover, any desire upon the part of a country newspaper publisher to give his readers an editorial column simply because "all of the big papers do." On the other hand, each year appears to find more and more editors realizing that scores of their subscribers, after reading a particularly interesting piece of news, express the wish that the editor had said a little something, commented a little himself, upon that particular subject. They form their opinions as they read the news stories. Naturally they enjoy turning to the editorial column to see if the opinion they have hastily formed is in keeping with the editor's views. In other words, the editorial column furnishes them an interesting hour or two of silent discussion, and invariably they emerge from the subject

better informed, because they have had an opportunity to learn the opinions of another. And it is mainly through study of the opinions of others that we come to realize the truth in anything.

I have written editorials for years for both metropolitan and rural newspapers. In fact, I am even now writing them every day for the paper upon which I am employed. I have found that my metropolitan editorial, hurriedly prepared as it must be or it will be antedated when the next issue of the paper appears twenty-four hours later, is not taken with the same seriousness, is not the subject for as much real interest, as the one which must be written for the man who has an entire week in which to read, ponder and reflect upon it.

**NEW NEWSPAPER PROBLEMS—By Harry E. Andrews, Managing Editor, Times, Los Angeles, Cal.**

"Problems which most puzzle the newspaper men today are those which puzzled him when the newspapers came into being," Mr. Andrews said.

He declared that the news print problem was the most vexatious thing that troubled the first newspaper published in California; that the competition problem harrassed the first newspaper printed in America, and that the libel suit problem got the second newspaper published in America into jail.

Andrews attacked the space-stealing "publicity agent" and blamed editors who let them smuggle puffery into their papers in the guise of alleged news. He declared that the press agents had stolen $1,000,000 from the publishers of Southern California and are now more numerous and rapacious than ever.

Andrews severely criticized the Red Cross for employing press agents "to prey upon newspapers." He asserted that if publishers would stiffen up and solve this space-stealing problem other problems would solve themselves. He also discussed newspaper taxes and complained bitterly of the attitude of the Washington leaders toward the newspapers. He said the country newspapers never had so much influence and such high standing as they have today.

## A TIME FOR ACTION

**By H. C. Hotaling President National Editorial Association**

The country press has a precarious path ahead. Never before has the printing business faced so many complex problems as confront it today and there are still more perilous times ahead. As a matter of fact the publishers of America, if they contemplate remaining in the printing and publishing business will have to buckle on their armor and prepare to fight for their rights. The legislation which has already been enacted and that contemplated is such as will drive hundreds of publishers to the wall. Think of paying ten cents per pound postage on newspapers printed on paper costing five and six cents per pound when your publication sells for $1.50 to $2 per year. It cannot be done at a living profit. Yet that is the postage rate provided for your single wrap list on and after July 21, 1921. But there is no use crossing that bridge until you come to it, there will be trouble enough long before that time, sorting your papers for the various zones, etc.

The bridge that needs attention at this time is the one across which our raw material—print paper must be brought. The captains of industry as represented in the manufacture of print paper have practically laughed in the face of the Federal Trade Commission. Their efforts to bring relief to the publishers have so far had little effect. They need and should have additional authority—the power to supply the newspapers of America with print paper at a fair price.

There is not a publisher in the country who begrudges the manufacturer a legitimate profit—they should have just returns on their money invested. This the Trade Commission claim they secure in the price of $2.50 per hundred, yet they persist in demanding double that price of the country publisher. This being true it is time for the publisher to fight and this he should do in two ways. First by immediately writing his representative in Congress and the two United States Senators from his state asking and insisting upon their support of the resolution prepared by United States Senator Smith of Arizona, which directs the Federal Trade Commission to supervise, control and regulate the manufacture and distribution of print paper in the United States.

Food products have been Hooverized, clothing prices are being regulated and shoe manufacturers dictated to, but the men who are the greatest force in all America for the spread of patriotism and loyalty are being crowded to the wall and penalized by those who control the print paper situation.

And secondly, if the publishers are to maintain their rights and remain in business they will have to cooperate by amalgamating into one great organization, and at the present time that means uniting with the National Editorial Association so far as the country publishers are concerned, and by country publishers I mean newspaper men publishing papers, dailies or weeklies in towns of 25,000 or under. The time for action is at hand.

Do your part today by writing your Congressman as this and many other matters of supreme importance to the publishers will come up for consideration when Congress convenes again in December.

**PRICE RAISING PSYCHOLOGY—By Joseph Horner, Jr., of the Green Bay (Wis.) Press-Gazette.**

An individual is less likely to raise any question as to the propriety of reading the same paper at an additional cost if he finds his fellows faithfully observing the new regulations. This fact is convincing.

A peculiarity of the present time is that prices in general have been going up. This circumstance has served as an aid to publishers who have undertaken to effect an increase in the price of their product. People are in a state of mind where they expect to pay more for everything. Disloyal, money-grabbing manufacturers, wholesalers and retailers have used this principle of social psychology as a tool, but I dare say that publishers are "not guilty."

Talk changes opinion, publicity starts conversation, but the spirit of conversation may be either for or against the cause which is made public. If a newspaper were to start a "take it or leave it at the new price" campaign the effect would be disastrous to its circulation.

Justifiable reasons (I'm sure we have had these) should be set forth in such a way that the less intelligent readers can grasp them without an effort. This will serve as a groundwork for the right kind of talk among agents, solicitors and readers in general and will hasten the successful establishment of a new price habit.

# AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

### California Press Association

A MOVEMENT that will ultimately mean big things to the publishing and printing industries of California was given the initial boost at San Francisco a few days ago when committees representing the California Press Association, the San Francisco Printers' Board of Trade, the Sacramento Printers' Board of Trade, and the printers' organizations of San Jose and Stockton held a meeting. The object of this meeting was the consideration of a project to form an affiliation between the Press Association and the printers' organizations. The purpose of such affiliation would be to extend to the publishers the same educational work in regard to costs and prices that is rapidly rehabilitating the printing industry.

Friend W. Richardson, president of the California Press Association, presided. Robert L. Telfer, State Printer, was the first speaker. He said that the time had come for the systematizing of newspaper offices that included job printing deparments,, and that the obvious way was to join with the printers' organizations in the work they are doing and enjoy the benefits of their educational work in connection with costs and profits.

J. E. Hillenbrand suggested a meeting of representatives of the Southern Editorial Association and the North of the Bay Association with the representatives of the various organizations at the present meeting. He believed that there should be a cost system and a price schedule in every office in California. Such systems could be kept up in the smaller towns by traveling representatives.

John Pinney, manager of the American Type Founders Company, said that organization is dear to the hearts of the supply men. The supply houses want the cooperation of the printers toward trade harmony, better prices for printing and educational progress in the craft, better credits, and the elimination of the dead-beats.

"Organized printers," said Mr. Pinney, "are paying printers." He suggested that the California Press Association and the printers' organizations work together; he believed that the best system would be to divide the state into districts, each city to look after its own district. He said that the supply men were willing to help in every way possible.

William H. Barry believed that the cost system should be the first step in the educational work; the smaller shops should be educated how to attain the actual cost of the work, after which the price-cutting would be largely eliminated. The chief trouble was now that the man who owns both a newspaper and a print shop does not know what either the publication or the work he is turning out in the job department actually costs him.

C. L. Lewis and Howard B. Wade also expressed the opinion that the cost system would be the logical first step. Mr. Friend, of the Anderson Printing Company, Sacramento, said that the standard price should also be advocated. There should be a basic price list, so that the small printers could get together. He believed that the printers in the smaller towns would cooperate in order that all might get better prices and make profit.

President Richardson suggested that committees from all the organizations be appointed to meet at the time of the meeting of the California Press Association, which will probably take place in San Francisco in December. The meeting came to an end with that understanding.

The visitors from out-of-town points were entertained at the Press Club at lunch by the San Francisco Printers' Broad of Trade. A welcome to the visitors was given by Al Joy, president of the club, and a cordial invitation to a jinks being held that evening was extended.

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### Northern California Editorial Association

The Northern California Editorial Association held its second annual meeting at Roseville on the first of last month. The meeting was held in the high school, and a number of problems of interest to publishers were discussed. Judge Prewett, of Auburn, gave an interesting discussion on libel. Free publicity, magazine sections, and other matters of interest were discussed. The following officers were elected for the ensuing year: President, F. G. Dunnicliff, Dixon Tribune; vice-president, George Mansfield, Oroville Register; secretary, John S. Chambers, Sacramento; historian, L. H. Woodworth, Yuba City Farmer.

A resolution calling upon the state commissioner of education to take into consideration the fact that women ought to be given vocational training along the lines of the printing industry was passed.

The visitors were taken for an auto trip thru the country, in course of which they were entertained at The Pines, home of Mr. and Mrs. W. A. Shepard, of the Auburn Herald.

At the banquet given by the Chamber of Commerce, A. J. Harder of the Roseville Register, called the gathering together and introduced Jo. V. Snyder of the Grass Valley Union, as toastmaster. Among those who spoke were W. F. Mixon, of the Woodland Mail; Will H. Marsh, of the Roseville Tribune; Senator Thomas Ingram, of the Grass Valley Union; Will H. Fischer, of the Taxpayers' Association of California; John S. Chambers, State Controller; George G. Radcliff, of the Watsonville Pajaronian; George Mansfield, of the Oroville Register, and Friend W. Richardson, president of the California Press Association. Mrs. W. B. Brill of Elk Grove sang two beautiful solos.

The next meeting will be held at Woodland in April.

### Southern California Editorial Association

The twenty-ninth annual convention of the Southern California Editorial Association, held at Los Angeles, was the largest and most enthusiastic in the history of the organization. Morning, afternoon and evening sessions were crowded with interest. A resolution was unanimously adopted renewing the pledge of fidelity of the members to the Government to assist in the successful prosecution of the war, asking for Government relief from the high price of print paper and suggesting the feasibility and great advantage of securing the greatest possible distribution of the second issue of Liberty Bonds thru an advertising appropriation for newspapers.

The following officers were elected: President, Crombie Allen, Ontario Report; first vice-president, W. A. Rennie, Venice Vanguard; second vice-president, Justus F. Craemer, Orange News; third vice-president, J. R. Gabbert, Riverside Enterprise; secretary-treasurer, C. H. Turner, Redondo Reflex; executive committee, F. S. Hosfelt, Rialto Record; Chester M. Kline, San Jacinto Register; E. O. Wickhiser, South Pasadena Record; F. P. Clarkson, Santa Ana Blade; J. L. Matthews, Covina Argus; Paul Moore, Redlands Facts; E. M. Boyd, San Pedro News.

### Association of National Advertisers

The annual meeting of the Association of National Advertiseers will be held at the Hotel Biltmore, December 5, 6 and 7. The annual dinner will take place on the evening of Wednesday, December 5th, and will, as in connection with the last two annual dinners, be a getting together of National advertisers, advertising agents, publishers and sellers of material and service generally.

### Western Iowa and Upper Des Moines Editorial Association

A joint meeting of the Western Iowa and Upper Des Moines Editorial Associations was held at Denison, Iowa, with L. C. Hatch of Woodbine presiding. The sessions were held in the rooms of the Commercial Club. After an address of welcome from the president of the club, J. B. Lyon, the business began with a talk by V. H. Lovejoy of the Jefferson Bee, on advertising the Liberty Loan. Mr. Lovejoy felt that every editor would, with pleasure, be so patriotic as to help his country in this way willingly. The veteran publisher, A. H. Sniff, of Missouri Valley, followed in a similar strain as to helping the Red Cross and Y. M. C. A. He glorified the place of the editor in the community and cited what had been done in the uplifting of the state and nation thru the power of the press. J. R. Graham of the Glenwood Tribune believed that the Government had been too liberal in permitting papers in foreign languages to go uncensored and advocated that in future a strict oversight be maintained.

Mr. Finern of the Denison Herald (German) made reply, insisting that the German papers of Iowa were loyal to the core.

The business of both associations was wound up at the meeting held on Friday morning. G. L. Caswell, secretary of the Iowa Press Association, conducted a question box which was most interesting and beneficial to all.

J. R. McKee, editor of the Spencer Reporter, spoke of office equipment in relation to profits. Mr. McKee impressed on those present the necessity of a good bookkeeping system and the advisability of a cost system. He stated that most newspapers were apt to overequip their plants and this should be guarded against.

At the banquet, given at the Hotel Denison, Judge J. P. Conner presided and witty speeches were made by George McHenry and Mr. Graham. George Neave told of the booster spirit of Denison and Mr. Henry of Coon Rapids called to mind the trials of the newspaper men in the early days.

### New York Business Publishers' Association

The first fall meeting of the Editorial Conference of the New York Business Publishers' Association, Inc., was held recently at the Automobile Club. George Roberts, assistant to the president of the National City Bank of New York, gave an address on "European Post War Trade."

Mr. Roberts emphasized the growing tendency towards Government participation in industry, made necessary by the needs of the war, and which he believes will be one of the greatest factors in building up the post war trade and industry of the world. He declared that the technical press will be of tremendous value after the war in solving the new problems which every industry will have to meet.

### Indiana Associated Weeklies

The Indiana Associated Weeklies, an organization of the weekly newspaper publishers of Indiana outside of the county seat towns, were entertained for their fall meeting by Van Valer & Leach, publishers of the Gas City Journal at Gas City, Ind., on Friday and Saturday, October 26th, and 27th. A fine program of talks, discussions and entertainment was arranged and Gas City citizens entertained all visitors with night's lodging and breakfast.

Friday afternoon a busines session was held, with a talk by C. E. Van Valer of the Gas City Journal on "Developing a Country Newspaper." This was followed by discussion.

At 2:30 the visitors were taken on an auto trip to the various factories, and at 5:30 a banquet was served. The principal addresses were by Ben F. Billiter, editor of the Farmer's Guide of Huntington, Ind., on "The Country Editor and His Community," and Col. A. B. Crampton on "Sixty Years a Country Printer." A number of other talks were included in the banquet program. After this the visitors were guests at the first number of the Gas City Lyceum course, an entertainment by the Fairchild Ladies' quartet from the Redpath Bureau of Chicago.

Saturday morning was devoted to "shop talk." The subjects were: "A Cost System in the Country Office," Edgar M. Baldwin, Fairmount News; "Does a Linotype Pay in a Country Office?" John W. Melton, Greentown Gem; fifteen-minute discussions on "Job Printing," "Raising the Subscription Price," "Special Plans to Get Advertising" and others.

### Massachusetts—Essex County Press Club

The fall meeting and frolic of the Essex County Press Club was held at Salem Willows, Salem, Mass., Saturday evening, September 29th, and was attended by a large and representative gathering of members from all sections of the country, as well as several distinguished guests.

A sumptuous fish dinner was served at 6 o'clock at one of the popular restaurants at that well-known resort, and was followed by a business session, the president, Horace H. Atherton, Jr., registrar of Essex County probate, and sage of East Saugus, presiding.

One of the interesting speakers was Arthur L. Millet, city editor of the Gloucester Times, who is also a member of the Massachusetts Fish and Game Commission. Mr. Millet has just returned from Washington, where he was called with many other heads of food departments of the country, for a conference with Mr. Hoover, and he came away, he said, more profoundly impressed with Mr. Hoover than he ever was with any other man in his life, and he had been up against many serious situations in his twenty-seven years of newspaper experience.

Henry M. Batchelder, president of the Merchants' National Bank of Salem, an old newspaper man, who sent the first message by telephone from Salem to the Boston Globe in 1877, gave an account of his early experiences as a correspondent, which included the sending of an account of the opening of the Centennial Exposition in Philadelphia in 1876, at a time when the Globe was too poor to pay for a telegraph message and he was obliged to send his story by mail.

An additional treat not down on the program, was a talk by A. Llewellyn Griffiths, lecturer, explorer and author, who gave a most interesting account of his experiences in the Philippines during his stay there as a government organizer of schools among the Moros, including a thrilling account of his visit to the haunts of the head hunters, a country never before visited by a white man, and of his hair-breadth escapes from losing his head at their hands.

### Middle Tennessee Editors' League

One of the most successful meetings of the Middle Tennessee Editors' League was held at Mount Pleasant in the rooms of the Maury Club. A lively discussion of the business problems confronting the men of the fourth estate characterized the sessions.

C. T. Crawford, editor of the Lawrenceburg Gazette, in his opening address called attention to the fact that the Government and the public generally do not recognize that a newspaper man's advertising space is his stock-in-trade. He reviewed the work that the League has done during the past year and suggested several lines of action for the coming year.

This meeting was the last of the quarterly meetings for the year, the new officers taking charge with the next meeting, which is to be held January 11th. The officers elected were: President, F. O. Wallace, Waynesboro Times; vice-president, Hervey Whitfield, Clarksville Leaf Chronicle; secretary-treasurer, Harry B. Potter, editor of the division of agricultural extension, University of Tennessee.

An address that attracted much attention was that given by S. T. Morton of the Shelbyville Gazette on the subject of "Paid-in-Advance Subscriptions."

James I. Finney, editor of the Columbia Herald and publicity manager of the food pledge card campaign for the state council of defense, spoke in behalf of the campaign, after which the editors pledged themselves to a man to do all in their power to aid both this and the Liberty Loan campaigns to a successful conclusion.

### Advertising Affiliation

The annual meeting of the Advertising Affiliation, which was originally scheduled for Syracuse, October 26th and 27th, was held in Rochester instead.

When members of the Syracuse Advertising Men's Club found it would not be practical to attempt the entertainment of the affiliation this year, a meeting of the affiliation directors was called and Rochester took the convention and agreed, thru local committees, to formulate a program.

Among the speakers was Ex-president Taft, whose topic was, "After the War, Everlasting Peace."

### California—North-of-Bay Counties Press Association

A regular meeting of the North-of-Bay Counties Press Association was held at Eureka on October 14th. One point which came in for especial attention was the advertising of the second Liberty Loan. Free publicity was also given a considerable share of attention from the editors. The attendance was good, there being delegations from the counties of Del Norte, Humboldt, Lake, Marin, Mendocino, Napa, Solano, and Sonoma.

The executives of this body are: President, Homer W. Wood, Petaluma Courier; secretary, John A. Olmsted, Petaluma Argus; executive committeemen: Chairman, J. E. Mobley, Santa Rosa Republican; W. J. Boyd, Sausalito News; W. D. Pennycook, Vallejo Chronicle; M. Earle Adams, Lakeport Bee; E. P. Thurston, Ukiah Dispatch-Democrat; W. H. McMaster, Del Norte Triplicate; J. H. Crothers, Eureka Times; W. A. Mackinder, St. Helena Star.

### Cook County Printers and Editors Join N. E. A.

On Saturday, November 3rd, at a meeting of the Cook County Press Club, an organization of local newspapers published in and adjoining Cook County, Illinois, the members unanimously voted to join the National Editorial Association. The advisability of joining the national body was urged by Mr. Benjamin S. Herbert, editor of The Ravenswood Citizen and the National Printer-Journalist, and his points were enforced by the enthusiastic comments of Mr. W. W. Loomis, of La Grange, Ill., and Mr. John Phillips of the Morgan Park Weekly Review.

Following the business session, an elaborate vaudeville entertainment, furnished by employes of the Chicago Telephone Company, was enjoyed. Interspersed in the program were speeches by Mr. Weiden, Chief of Publicity Department, People's Gas Light & Coke Co.; Honorable Peter Reinberg, Chairman of Board of Commissioners of Cook County and Congressman Niels Juul. The Chicago Telephone Company's orchestra furnished the music for the occasion.

### Montana Press Association

An inquiry into the paper pulp situation in the state will be made by the school of journalism of the Montana State University in coöperation with the United States forest reserve. The investigation was authorized by the Montana Association at the annual meeting held in Missoula. The meeting was unusually well attended and proved instructive and entertaining to those present.

The Association placed itself behind the inquiry after A. L. Stone, dean of the journalism school, and J. McLaughlin, a forest supervisor, had presented data showing that Montana forests can produce wood pulp enough to provide all the print paper needed in the state.

The association also voted to ask the state legislature to provided funds for further equipment of the school on journalism.

George H. Cade of the Kalispell Times was elected president of the state association and Miles City was selected as the seat of the 1918 convention. Other officers elected are: Joseph D. Scanlan, Miles City Star, vice-president; A. L. Stone, state university, vice-president; Joseph Whetstone, Glentana Reporter, third vice-president; E. C. Peterson, Great Falls, secretary, and H. B. Mitchell, Great Falls Tribune, treasurer.

The principal address of the session was delivered by Joseph Blethen of the Seattle Times, who devoted his time largely to a discussion of permanent advertising.

Sid Coffee, president of the board of directors of the state fair, paid the press of the state a high tribute, and declared that much credit was due to the efforts of those gentlemen, the publicity extended by them ,and their uniform willingness to serve the state, for the tremendous growth of the state fair.

A notable event of the entertainment was a smoker given at the Missoula Country Club House by the members of the organization.

One of the resolutions passed was on the subject of state university enlargement. The resolution put the association on record as unanimously in favor of the immediate purchase by the state of lands lying close to the present buildings, to be used as sites for new buildings.

An interesting paper read at the convention was on "Government Advertising; Should the Papers Give Free Space?" by J. D. Scanlan of the Miles City Star.

### Missouri Press Association

The Missouri Press Association at its recent convention in St. Louis agreed to employ a purchasing agent to represent them in the purchase of print paper direct from the mills. A committee was appointed to take up the problems in connection with the purchases of paper, with instructions to report at the next business session of the Association in January.

In his opening address, H. J. Blanton, of Paris, retiring president, thus touched upon the paper situation:

"At the time when paper went to 7 cents a pound, with no prospect of relief and a possibility of still higher prices, I set out to remedy conditions and to declare for the independence of the Missouri Press Association. In this way 1,050,000 pounds of print paper was distributed and every expense has been met. We even will leave a small surplus."

J. P. Tucker, editor of the Parkville Gazette,. was elected president of the Association. Other officers named were: First vice-president, Sam Davis, Butler; second vice-president, Arch. P. Hollenbeck, West Plains; third vice-president, John Beal, Mexico; secretary, B. Ray Franklin, Russellville, and treasurer, L. W. Moore, Hume.

Resolutions were adopted pledging the unqualified support of the Association to the Federal Administration in obtaining "a speedy victory over Prussian militarism."

### Associated Advertising Clubs of Iowa

At their annual meeting held in Muscatine on October 10th the Associated Advertising Clubs of Iowa elected J. Sidney Johnson of Marshalltown president and C. A. Baumgart of Des Moines secretary. Tim Lequatte presided.

Governor Harding appealed to the association to join other business men in supporting the Administration in war issues. A strong loyalty resolution was adopted with great enthusiasm.

J. K. Groom of Aurora, Ill., spoke for more extensive newspaper advertising.

Other speakers were President D'Arcy of the A. A. C. W.; Sidney J. Dillon, a Des Moines attorney, and Frank Armstrong of Des Moines, secretary of the state vigilance committees.

The convention pledged $1,000 to back important prosecutions to test the new Iowa "Truth Law."

Each of the twelve clubs now in the association agreed to organize a new club this year.

### Iowa Printers form an Association for the Betterment of Conditions

John Commons of the Denison (Ia.) Bulletin has been elected president of the new Iowa Foremen and Printers' Association. Other officers are: Vice-president, Fred W. Ellis of the Sac City Sun; secretary-treasurer, Frank W. Westphal of the Waverly Democrat. The committee appointed on constitution and by-laws was J. W. Gardener of the Spencer News, F. A. Wagoner of the Leon Reporter, Fred F. Harvey of the Perry Chief and Fred W. Ellis of the Sac City Sun.

The purpose of the organization is to promote educational work and to bring about a better class of work thru exchange of ideas and experiences.

The country printer is more or less isolated, and this new association is expected to be of great benefit.

Those in attendance at the first meeting were Ben J. Beck, Fonda Times; G. Wiley Beveridge, Goldfield Chronicle; E. A. Brown, Owatonna Journal-Chronicle; John Commons, Denison Bulletin; Charles W. Dau, Carpenter Paper Co., Des Moines; Fred W. Ellis, Sac City Sun; J. L. Frazier, Inland Printer, Chicago; P. O. Gooder, Storm Lake Pilot-Tribune; Fred F. Harvey, Perry Chief; Carl H. Hoquist, Rockwell City Advocate; E. M. Keating, Mergenthaler Linotype School, Chicago; Carl G. Killion, Mason City Globe-Gazette; H. O. Moyer, Oelwein Iowan; H. Barnes, Ames Tribune; W. A. Nutt, Clarion Monitor; F. M. O'Furey, Mapleton Press; L. L. Opdycke, New Hampton Tribune; C. V. Pierce, Rockwell City Advocate; E. H. Briggs, Ames Times; W. G. Ray, Grinnell Herald; Harvey Scabold, Mapleton Press; W. F. Shadle, Toledo Chronicle; Charles Sheridan, Ames Tribune; C. M. Shipp, Ida Grove Pioneer; R. Harvey Stella, Parkersburg Eclipse; G. Stueland, Ames Times; F. A. Wagoner, Leon Reporter; Frank W. Westphal, Waverly Democrat; J. W. Gardener, Spencer News; W. G. Williams, Ames Tribune; W. G. Harlow, Ames Times, and Conrad, Iowa Falls Sentinel.

### Michigan—Van Buren County Press Association

The Van Buren County Press Association held its last meeting at Paw Paw. With only a few members present a most helpful program in the hands of C. O. Monroe and S. H. Wilson of that city was carried out. Resolutions were adopted honoring retiring Editor A. N. Moulton of the Decatur Republican, who lays down the pen after twenty years of faithful service in upholding the best in American loyalty and ideals. He will enter another line of endeavor in Chicago.

### Texas Press Association

Members of the executive committee of the Texas Press Association met recently in Dallas and decided to hold the next annual meeting June 8, 9 and 10 at Fort Worth.

### An Iowa Conference

The third annual conference of Iowa Newspaper men will be held at Iowa University, Iowa City, November 23-24. The conference was attended last year by ninety-two newspaper men.

### Illinois Editors Meet

The third annual convention of the Southern Illinois Republican Editorial Association was held at the Elks' Club in St. Louis, October 26th.

Among the speakers announced by the program committee were Governor Frank O. Lowden of Illinois, Joseph Cannon and W. B. McKinley.

# MANUFACTURERS' NEWS

R. JOHN S. THOMPSON, General Manager of the Thompson Type Machine Company, 223-225 West Erie Street, Chicago, calls attention to the fact that the capacity of his new attachment for casting leads, slugs and rules is much greater than was indicated in this department of the National Printer-Journalist for October.

Instead of a capacity of 60 pounds an hour in casting six-point slugs, the rate of production is from 90 to 100 pounds an hour.

The new attachments are in use in the offices of Rand McNally & Co, Chicago, Daily News, Chicago, as well as in other offices in New York, Philadelphia, Washington and elsewhere, and the claims of the manufacturer, therefore, may be easily established by anyone interested.

* * *

Holly borders and Christmas ornaments of great beauty and attractiveness are excellently displayed in literature from The H. C. Hansen Type Foundry of 190-192 Congress St., Boston.

The poinsettia blossom which lends itself so delightfully to the embellishment of Christmas printing is shown in several neat arrangements and the prices for the cuts are so reasonable that many who may examine the printed specimens will, no doubt, become purchasers.

The C. V. Johnson Manufacturing Company of St. Paul are the Western representatives of the foundry and can quickly supply the needs of those printing offices located within 500 or 600 miles of their big, flourishing establishment.

One of the most useful and pleasing faces of type that the Hansen Foundry has produced in recent years is, "Engravers Gothic Condensed." By the employment of this face printers may prepare other varieties of business stationery which have the appearance of engraved work. Successful commercial printers have found that the consistent use of condensed type faces adds to the appreciation of their customers and wins a gradual, but steadily increasing, recognition of modernity in service.

* * *

"The Hampshire Book" is a new house organ published by the Hampshire Paper Company, South Hadley Falls, Mass. It is chuck full of honest-to-goodness reasoning that is worth a very big deal to any thoughtful printer. Here is a sample paragraph:

"Some of us work so hard we have no time for ideas: others of us have so many ideas we never get around to work. The worker usually accumulates a little more than the thinker, but the man who happily combines both qualities goes further in less time, with better nerves at the finish."

* * *

The Intertype News, Number 2 of Volume I, is "a thing of beauty and a joy forever," to any printer who admires dignified simplicity in typographical arrangement. Each page is neat and wonderfully pleasing and furnishes much food for thought to the printer who in studying for the best effect, has not infrequently had the experience of going to the extreme, one way or the othr.

Here is a statement on the first page, which hits right between one's eyes:

"If you do not believe that the Intertype is 'the Better Machine,' and do not care to investigate and learn the facts, buy something else."

According to the "Intertype News," at a recent meeting of traveling salesmen, agency managers and executives, Mr. H. W. Cozzens, general sales manager of the Intertype Corporation, said:

"Don't sell any man a machine unless he is convinced, just as you are, that the Intertype is superior to any other machine he can buy. If your prospect is negotiating purely on a basis of price, trading allowance, or concessions, refer him to your competitor. If he wants the best machine he can buy, at a fair price, sell him an Intertype. The basis of your argument—first, last and always—must be QUALITY."

This kind of enthusiasm is necessarily contageous and when statements of this character are made by men of Mr. Cozzens' experience and ability, there are bound to be converts whose conviction will be as deep and sound as any in the field of religion who fall under the spell of "Billy" Sunday's eloquence. That there are "believers" in the Intertype camp may be easily imagined when one reads of incidents like the following:

"About the time of the meeting mentioned above, the Intertype Corporation refused an order from a publisher who was ready to buy a machine, because the publisher's foreman did not believe that the Intertype was any better than machines of other manufacture. The refusal so surprised the foreman that he immediately started to investigate. He studied the Intertype's improvements and simplifications and made inquiries among Intertype users. With the result that he was converted into "a believer," and an Intertype is running in that plant today, backed by his unqualified endorsement.

The "Every Buyer a Believer" policy has sold a good many Intertypes; and in it lies the reason why one Intertype sells another, as well as the reason why so many Intertype orders are repeat orders."

* * *

Bermingham & Seaman Co. announce a change of name to Seaman Paper Company, effective October 15th. As applying to all offices, the personnel is unchanged.

* * *

Shellwhite Antique Book Paper is beautifully exemplified by Parker, Thomas & Tucker Paper Company of Chicago, who declared that the recipient has never been "offered a book paper of this character possessing such pure whiteness of shade."

This statement may be true and there is but a slight inclination to doubt, for the sample, printed in red, blue and black, carries conviction.

Somewhere there may be an advertising department of a paper company which is more efficient in its offerings of practical suggestions to printers for methods of getting more business, than the Sales Service Department of the J. W. Butler Paper Company, but we doubt it.

The latest production is a two-color booklet, 8½ x 11, captioned, "Timely Advertising for the Printer." It is a practical demonstration of how to advertise one's business profitably.

Ten timely advertisements are reproduced and anyone or all of them will be sent, to the firm's regular customers, in plate form. Each plate is mortised so that one may insert the name of his own establishment in the open space. Picture slides are also furnished for those who want to avail themselves of the advantages offered by the moving picture theatres.

## LIST OF RECENT PURCHASERS OF MULTIPLE MAGAZINE LINOTYPES

Chicago (Ill.) Boam Typesetting Co.; Milwaukee (Wis.) Sentinel; Geneva (N. Y.) Daily News; Daytona (Fla.) The Journal Printing Co.; Gainesville (Fla.) Sun; Canandaigua (N. Y.) Ontario County Times; Rock Island (Ill.) Driffill Printing Co.; Clarksburg (W. Va.) J. J. Jackson; State College (Pa.) The Times; Youngstown (Ohio) Telegram; Colorado Springs (Colo.) Gazette; Pottsville (Pa.) Daily Republican; New Bern (N. C.) The Sun Journal; Elizabeth City (N. C.) Jackson Wells; Norfolk (Va.) Ledger-Dispatch; Shelbyville (Ind.) Republican; Wellington (Kan.) News-Republican; Youngstown (Ohio) Transylvania; Cleveland (Ohio) Gospel Herald; Washington (D. C.) Columbia Institution for the Deaf; North Adams (Mass.) Transcript; Wilmington (Del.) Evening Journal; Baltimore (Md.) The Sun; Versailles (Mo.) Salesman; Schenectady (N. Y.) Gazette; Baltimore (Md.) Herald; Boston (Mass.) Gazetta del Massachusetts; Buffalo (Mo.) Reflex; Richmond (Ind.) Palladium; Dodgeville (Wis.) Chronicle; Troy (N. Y.) Times; New York (N. Y.) Morris Botwen; Fitzgerald (Ga.) Herald; Portland (Me.) Harmon C. Crocker; Cumberland (Md.) Daily News; Sparta (Ga.) Ishmaelite; Ottumwa (Iowa) Courier; Youngstown(Ohio) Telegram; Youngstown (Ohio) Vindicator.

Watertown (S. D.) Public Opinion.
Johnstown (Pa.) Democrat.
Westfield (Mass.) Evening Journal.
Raleigh (N. C.) Times.
Brooklyn (N. Y.) Christensen & Boesen.
Monessen (Pa.) Independent.
Lock Haven (Pa.) Express-Republican.
Parsons (Kan.) Daily Sun.
Shenandoah (Iowa) Sentinel-Post.
St. Joseph (Mo.) Gazette.
Baltimore (Md.) News.
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Sulphur Springs (Tex.) Echo.
Lafayette (La.) Advertiser.
El Paso (Tex.) Baptist Publishing House.
Carbondale (Ill.) Free Press Publishing Co.
Cleveland (Miss.) Commercial Publishing Co.
Freeport (Ill.) Journal-Standard Publishing Co.
Minneapolis (Minn.) The Daily News Co.
Marshfield (Wis.) White Printing Co.
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Newark (N. J.) Baker Printing Co.
New Haven (Conn.) Register.
Palm Beach (Fla.) The R. O. Davis Publishing Co.
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Juneau (Alaska) Dispatch Publishing Co.
Missoula (Mont.) Missoulian.

Announcement is made that The Ludlow Typograph Company is again selling machines direct to printers and publishers, and that a general sales office has been opened in the Old Colony Building, Chicago. Mr. Carl Horix, who has been identified with the company since its inception, has been appointed Sales Manager. The company reports business very good, and that it is rapidly increasing, as printers are beginning to appreciate the efficiency and economy of the typograph, which casts display type in slugs. The Mergenthaler Linotype Company will act as sole agents for the Pacific Coast, covering the states of Washington, Oregon, California, Utah, Nevada and Arizona.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST, 24, 1912**

Of National Printer-Journalist, published monthly at Chicago, Illinois, for October 1, 1917.

State of Illinois |
County of Cook| ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Benjamin S. Herbert, who, having been duly sworn according to law, deposes and says that he is the editor of the National Printer-Journalist and that the following is, to the best of his knowledge and belief, a true statement of the ownership (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That names and addresses of the publisher, editor, managing editor and business managers are:

Publisher, The Ravenswood Press, 4610 Ravenswood Ave.

Editor, Benjamin S. Herbert, 4610 Ravenswood Ave.

Managing Editor, Benjamin S. Herbert.

Business Manager, Wm. E. Herbert, 4610 Ravenswood Ave.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

B. B. Herbert Estate, Mary E. Herbert, Executrix, 4813 N. Paulina St., Chicago.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner; and this affiant has no reason to believe that any other person, association, or corporation has any bonds, or other securities than as so stated interest direct or indirect in the said stock, by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to said subscribers during the six months preceding the date shown above is ——. (This information is required from daily publications only.)

BENJAMIN S. HERBERT,
Editor.

Sworn to and subscribed before me this 22nd day of September, 1917.

(Seal) CHARLES A. PACE,
Notary Public.

(My commission expires Sept. 9, 1919.)

## WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

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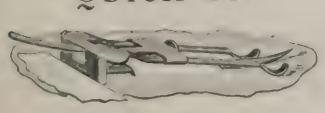

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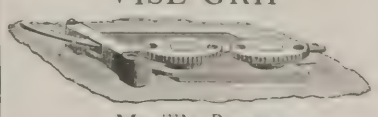

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VOLUME THIRTY-FIVE CHICAGO, ILLINOIS, DECEMBER 1917 NUMBER TWELVE

# IN THE NATIONAL PRINTER-JOURNALIST THIRTY YEARS AGO

AFTER reading articles published in this magazine thirty years ago, one naturally exclaims, "there's nothing new under the sun." The truth of the old adage is borne out particularly in the treatment of problems of the trade, the solutions of which will be about the same tomorrow as they are today. Here is an editorial about mutual insurance, something which the new generation of printers is now considering with an interest that is entirely new to those now engaged in directing establishments.

**"National Editorial Journalist and Printer and Publisher" June, 1888**

"Between the carelessness of the ordinary printer and the avariciousness of the average insurance company, the rates of insurance on printing establishments have become something very unpleasant to contemplate. The excuse for these excessive charges has been the carelessness already mentioned, and the same cause has always stood in the way of relief through co-operative or mutual insurance.

"The National Journalist has heard of an insurance company which reduces the cost of insurance, while avoiding the results of negligence, and which was organized especially as a printers' company. This company is located at 157 and 159 La Salle Street, Chicago, and is under the direct management of Mr. C. E. Rollins, its secretary and organizer. Mr. Rollins is himself the publisher of a very creditable journal, The Argus, which is devoted to insurance, and it was doubtless through his ownership in this property that he was led to form a printers' insurance company.

"Mr. M. A. Donahue, of the firm of Donahue & Henneberry, owners of one of the largest printing establishments in the country, is president of the company and Mr. John Marder, of the firm of Marder, Luse and Company, is treasurer. The board of directors is one of the strongest and can be learned by addressing the secretary. The company operates on the mutual plan—inspects its risks, writing only on the best, and deals directly with the assured, thus avoiding the payment of large commissions. Mr. Rollins has had almost a lifelong experience as an underwriter, and printers who are dissatisfied with their present rates of insurance will find it to thir advantage to write him for further information."

## PRINTERS' BUILDING AND LOAN ASSOCIATION

The modern printer in the large city who has not studied the history of the trade closely does not know that anyone ever attempted to form a building and loan association for members of the type and ink craft Here is a news item published in this magazine:

"The Printing Trades' Mutual Building and Loan Association is the name of a commendable organization in St. Louis for 'the benefit of employers and employes in the printing, binding, lithographing, engraving and kindred branches of the trades, and to cultivate thrift and economy among its members.' The capital stock is fixed at $600,000, divided into twenty-five dollars shares."

## COSTS—THE SAME OLD PROBLEM

Here is something about costs. Labor in "them dear old days" was lower in price than it is today. There is no mention of "productive hours," etc.

**"Time Work and Its Cost"—January, 1888**

"All sorts of opinions have existed among the employing printers of the country as to the actual cost of time work in proportion to the price paid piece hands. The different views on the subject, and the desire to get at the actual facts in the case, had induced a number of the employing printers of St. Louis to endeavor and ascertain a correct answer to the problem. The committee made a test case of two offices and reports as follows:

| | |
|---|---|
| "Ten men at $18 per week | $180 |
| Foreman | 25 |
| Rent of composing room | 25 |
| Two distributors, boys | 10 |
| Gas | 4 |
| Half porter's salary | 6 |
| Half bookkeeper's salary | 6 |
| Half errand boy's salary | 2 |
| Half cutting room expense | 8 |
| Insurance | 2 |
| Interest on $5,000 at six per cent | 6 |
| Taxes | 2 |
| Depreciation, 3 per cent on $5,000 | 15 |
| Half solicitor's salary | 6 |
| Incidentals (ice, coal, etc.) | 3 |
| Total | $300 |

"Three hundred dollars per week, $50 per day, or 50 cents per hour for each of the ten men employed.

"The above estimate places wages at eighteen dollars per week, which is nearer the average price than any other sum, and while some of the other items will vary in different localities, the average will be about the same. Where eighteen dollars is the weekly scale, forty cents is the average price paid piece hands. To this sum add the increased cost of the office expenses as shown by the list, which is two-fifths, and the actual cost of every thousand ems set is just about sixty-six cents. Take

the haphazard way of estimating now in vogue, is it any wonder that the majority of offices make very little money?

### "When Discounts were 12 Per Cent"

This article was published in the February, 1888, number. Instead of the little measly three per cent which is granted today, the "old boys" used to get twelve per cent—when they had the money.

"Printers' trade journals and specimen books are very frequently edited by men of broad experience and wide observation, not only in the mechanical department, but in the business management of printing offices and newspaper publications. Their production, on the whole, deserves clearer study than they generally receive. In looking over a trade type paper we were particularly pleased with an article on the business side of newspaper management. The writer called particular attention to the lack of order and the want of careful business methods too frequently found—a looseness in keeping accounts, a carelessness about insisting upon prompt payments, and about taking advantage of discounts allowed for cash payments. In talking with the proprietor of this establishment he informed us that one newspaper doing a business of from eight to ten thousand dollars a year with his house very seldom took advantage of a twelve per cent cash discount, but would permit their bills to run from sixty to ninety days, really losing six per cent a month, and an amount in the aggregate in the course of a year from $1,000 to $1,200. He estimated the loss on careless or want of any regular systematic bookkeeping and the failure to make out and ask prompt payment on bills to amount to many hundreds, and even thousands, of dollars annually to many offices.

### "Good vs. Bad Printing"

This was published in February, 1888:

"Give a customer his choice of a decently printed job and a poor one, and see which he will take; though with the knowledge of the real difference of price he would perhaps think the bad printing would do just as well. An office which is supplied with the new styles of types as they are introduced to the trade, invests in the new machinery and employing only the best workmen, must necessarily produce better and finer work, and have better pay, than one where only a few fonts of type are made to do duty for years.

"Every printer knows that it is impossible to do thoroughly good work cheaply, while common work can be turned out at less than the cost of paper for a good one, without consideration of the value of the time of a first-class workman to complete a good job. A man with plenty of money in his pocket can better appreciate the difference in quality of work and material than he who has to count each penny and make it go as far as possible in his struggle to make his business pay. Hence the starter 'on his own account' may take it as a sound business doctrine to study quality before quantity, for, while as a rule people will go to the cheapest market, there are many others who reverse this order of things, and printers may depend upon it that if their houses are known for good work, business is sure to come to them, even though the prices may be in advance of those of their neighbors."

### "Common Fallacies"

"Perhaps no avocation in life that is recognized as part of the body politic is as little known or understood as the art of printing. The general impression seems to be that any young man, failing in everything else, can, as a last resort, get some type and run a printing office with success. Men who would as soon think of giving their children poison as to put them in charge of a bank vault without a severe course of previous training, will give 'the boy' a printing outfit and confidently expect him to become a man and to accumulate a fortune with or without any further aid or counsel. The boy who has learned to set 'bejoyce' on a country paper believes his fortune secured if he can only get into the city and be labeled, so as to get, to him, big pay for poor work. In far too many instances a good workman will accept half or even no wages at all, to 'secure work,' establish himself in business, or by some hocus-pocus before unknown make a hundred cents equal a hundred dollars."—February, 1888.

### "Improvements in Offices"

"The craft is to be congratulated upon the improvements made in printing offices during the last quarter of a century, and upon none more than the enforcement of strict rules with regard to order, cleanliness and punctuality. The necessity for these things has forced a change in the old slovenly manner of carrying on the business and great good has come from it. In large establishments this is more imperative than in lesser ones; but in all otherwise conducted, much valuable time is lost in hunting around for material, 'picking' sorts from 'dead matter,' and wading around among unsightly and frequently foul rubbish.

"Let the good work go on; let every printing office in the land be clean bright and orderly. Pure air and sunshine are just as important to the life and health of the printer as to any other man—more so than to many, from the confining nature of his business, and he has just as good a right to them. The good Master did not intend that those who furnished others with mental enjoyment should be shut up in dingy garrets and dark cellars, made to breathe nauseous and pestilential odors, strive to look through little, dirty windows, and struggle on amid unpleasant surroundings. Such things are not what He would call 'good.'"—February, 1888.

### "Newspaper-Printing Offices not Benevolent Institutions"

(Editorial, March, 1888.)

"The idea is becoming general among publishers that newspapers, strange as it may seem to other people, are not simple benevolent institutions. It may sometimes be difficult to draw the line with satisfactory exactness between what is news and what is advertising but certainly no publisher should be expeced to announce without charge any entertainment, scheme or businss that is given or carried on to make money or to gratify the personal ambition, pride or feeling of individuals, societies or churches. If the publisher is expected to contribute to entertainments, public benevolence, to societies, churches, weddings or funerals, he should be permitted to do so voluntarily and in accordance with his means. A constant levy certainly should not be made on the publisher to build up manufacturing establishments, railroads and all the institutions of city or country without thanks or reward. Some good practical thoughts on this subject, in one of the Association papers, will be found reported elsewhere in these columns, which will well repay all publishers for reading."

### "Humor in Type Foundry Business"

(March, 1888.)

Even the type-foundry business has its humorous side. The following exact copy of a letter from a gentleman who had been examining a specimen sheet of electrotype cuts sufficiently illustrates this fact without comment:

"May the 3, '87.

"Dear Sir we saw your cuts and advertisement of horses and jacks for sale, I have selected sertain numbers.

"The Numbers of the horse Number is 3286. Price of horse was $4.50. If you do wish to purches him for land, I have 120 Acers of land, which has a mortgage of 350 at 7 o|o 5 year time, the land is valued at $1000. 5 acers Timber running water and 12 acers broke, 50 apple trees, 20 Peach trees Bearing. If this trade soots you forward the horse along answer forth with to D. Risley.

"please send to Osbern City P. O. Osborn, Co. Kansas."

Envelope was addressed as follows:

"New Live Stock Cut,
Third and vine
Streets,
St. Louis,
mo."

Postmarked on it, "Washington, Kans., May 5, 1887."

✧ ✧

### NEWSPAPER LIKE A PRETTY WOMAN

Why is a newspaper like a pretty woman? To be perfect it must be the embodiment of many types. Its form is made up. It is always chased, tho inclined to be giddy. It enjoys a good press; the more rapid the better. It has a weakness for gossip. Talks a good deal. Can stand some praise and is awfully proud of a new dress.—Creston News.

# SUGGESTIONS ON THE USE OF BRASS RULE BORDERS

*By Alfred R. Gardner*

N examining specimens during the last four months, I have been struck with the results many printers get from the use of brass rule borders. Probably a majority have trouble of one kind or another—some from lack of facilities, some from not knowing how, and a few very likely don't care. As brass makes one of the best printing surfaces we have, there is no reason why printers should not get better results, and I shall endeavor in this article to give a few pointers relating to the subject that may be helpful.

After an experience of over twenty years, it is safe to say that labor-saving brass rule is not suitable for borders except on the cheapest grades of work, or in very small shops where rule is seldom used and the runs are short. Brazed corner-pieces are a hindrance to the proper use of rules now most popular, but with some patterns, like those shown in Figures 5 and 11, and some others are well worth their cost and should be used.

There are a few things you should do as a preliminary if you wish to make a success. First of all, sink the "old maids" if you have any around the place. If you don't, you may expect a fight when the time reports and bills begin to go thru, for at first you must expect to use a great deal more time than will be necessary later on. Some equipment will be needed also.

Of first importance are good mitering and rule-cutting machines. As few shops use much rule heavier than twelve point, an ordinary lead and rule cutter will do and when heavy rule is used you can provide a small vise and hack-saw if the shop has no metal saw suitable. The mitering machine should be strong enough so that it will cut the thickest rule accurately and should be so made that the angle of cutting may be changed as desired. The cutting blade should be adjustable. You also need a small hammer; an eight or ten-ounce ballpien is best. Also a small file for brass, a flat punch with a face about $\frac{1}{16} \times \frac{5}{16}$ inch, and several other small tools, which will be mentioned later

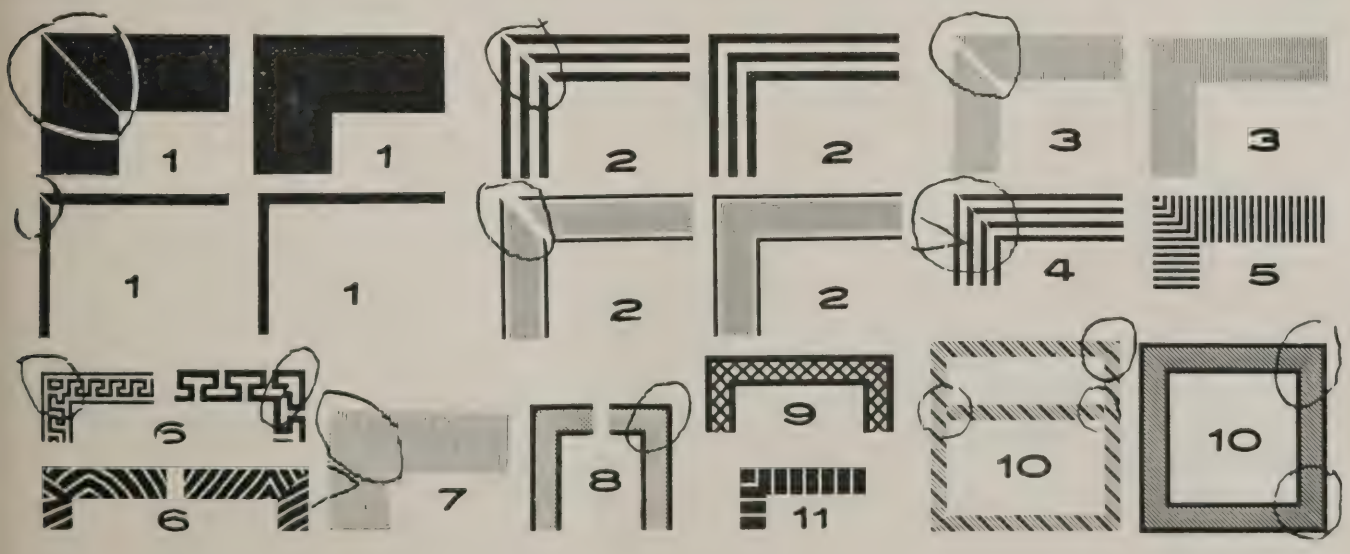
Printers' rules are made of both brass and type metal or "lead." Lead is used quite often in place of brass for the larger sizes, but as the two metals cannot be worked exactly alike, it may be well to go into first principles a little. Both metals can be cut on the lead and rule cutter, but brass being much harder, will require a stronger machine. You must allow more waste on the lead rule, as the metal chips and cracks, while the brass does not. Both metals can be shaved on the mitering machine. The brass can be trimmed with a file if need be, but the lead is best trimmed with a scraper or graver, as lead soon fills the file and causes it to scratch.

In refinishing the face of the metal, as you will have occasion to do, use a very fine jeweler's file and a Scotch stone (also called water of Ayr and smoke stone) for the brass. For the lead use a scraper or graver instead of the file and engraver's charcoal instead of Scotch stone. Keep the stone and charcoal wet or it will not polish properly. You can use the scraper and charcoal on the brass if you wish, but you cannot use the file and stone on lead without making trouble.

See that your mitering machine is sharp and set at the proper angle. To do this, take two pieces of waste rule and miter; set the rule down on its feet on a perfectly flat surface with the rule along a straight-edge and with the outer points of the miter just touching. If the machine is O. K., the rule will touch on the face only and at the feet there will be a gap of about one point. More opening at the bottom will do no harm if the pages are properly made up, but is unnecessary.

If the machine is correct, miter a set of rules of the size you wish and try them around a page of metal furniture or something you know is square, to prove that the miter is true, before you go ahead. When you know the machine is properly set, this experimenting will be unnecessary. Always put the rule in the machine so that the tool cuts towards the foot of the rule. No burr will appear on the face unless you crowd the machine or the tool is dull. The burr on the bottom must be removed with a file or scraper. Before mitering, examine the rule to see that the face is perfect. Sometimes wide rule is streaked from defects in manufacture, that will give you all kinds of trouble once it gets into the forms.

If your mitering machine is graduated for cutting to different lengths, you will have no trouble to duplicate pieces already cut, but if it is not, use a composing-stick set to the length of rule you desire in order to get all pieces the right length. Miter all pieces of the same length on one end, then change to the other. When



you require a lot of borders of one size and face, probably the foundry will furnish them cut and mitered cheaper than you can do it yourself; otherwise it's up to you. Cut your rules several points longer than required to allow for smashing in the rule cutter.

In making up your pages, put just enough material inside the border so that it will lock up properly. Always use corner quads outside the rule. When the form is locked up, see that the rules meet at all corners; do not allow any pages to run long or short—either defect causes miters to appear imperfect. Do not plane the rules down in the form until you are absolutely certain the form is square and that there is no dirt under the rules. A little dirt under one piece of rule may easily cause you to jam two corners if you plane the form down without removing it.

Full-face rules shown in Figure 1 we will consider first, because they are most used and probably are the easiest to get in shape. After the pressman has his form in position and make-ready started, you can look the form over. If proper care has been used, the rules will appear to join, but by examining the printed sheet you will undoubtedly find some corners printing white. This is caused generally by a difference in the height of the rule, which may result from jamming, a burr or dirt underneath, a defect in manufacture, or improper planing down. Try to ascertain where the trouble is immediately, if possible, without unlocking the form. I try to plane them down, using a small block of end wood for the purpose. A small block of lead (not type metal) is also good for brass rule. For type metal rules, use the ordinary planer.

Theoretically there is no reason why rules should not meet perfectly at the miters, if the forms are properly made up; in practice they do not. However, take your flat punch and drive the corners together, unless you think you can do better to open the form and rejustify the defective spots. It is cheaper to use the punch if the defect is only slight, as it should be at this stage of the work. Jamming the corner quads to hold the rule in place will do no harm. You can shave or hammer it down to correct size when it comes out of the form.

On soft stock with suitable inks you will have very little trouble in making the corners cover, especially if you do not object to an uneven and heavy impression, but on other stock where the impression must be even and the color light, your patience is liable to be tried to the limit. On these you will find that the slightest defect in the rule will show on the printed sheet and it will be necessary to polish the rules off until the miters are not visible to the naked eye. To do this, after driving the rules together with the punch, where necessary, take your jeweler's file and file off the face of the rule at the corner until it is perfectly even. Then use your Scotch stone to polish out the file marks. If your file is of the right kind, two or three rubs with the stone will give you a good printing surface.

Most printers depend entirely on the stone for doing this work, the idea being that less damage is done the rule. This is not so in fact, as when the stone is used as a cutting agent it wears away the edges of the rule much more than is necessary, while the center remains high. On the other hand the file cuts square across the rule, leaving a perfectly flat face and the stone, which is used only for polishing, does no damage. If you are working with lead rules, it is of course understood that a graver or scraper and charcoal are to be used instead of the file and stone. In either case, cut away as little of the high spots as possible. If in doubt, get a magnifying glass of about one-inch focus and work under it until you get onto the game. You will need the glass for some rules anyway.

After full-face rules, those most used are ones having two or more lines, of the type shown in Figures 2, 4, 5, and 11. These may be one-piece or built up of separate pieces. They should be handled about the same as previously stated. However, you will have as many more corners to join as there are lines in the border. In case of built-up rules this complicates the make-up considerably. If space will allow, always put corner quads around each individual unit comprising the combination. Where the space is only one or two points, bend brass leads to a square turn and insert in place.

Do not use paper or type metal leads around the corners inside a combination. If compelled to use them, let them come to within about one pica from the miter. The reason for this is that paper and lead are liable to be caught up by the sharp ends of the rule and forced within the mitered joint; while if the ends of the rule are free, they may be wedged into place later. Corner quads may sometimes be used on the inside of a built-up rule to good advantage, especially if you are compelled to allow some of the ends to run free.

You will experience little trouble on the press in joining up corners of multiple line rules; or of combination rules where the different units are wrapped with brass leads or corner quads, but if the ends are free you may expect a little fun. To get rid of this, take leads of the same thickness as used in justifying, cut from them small V-shaped pieces, and force them in between the rules only where the corners do not fit. Drive them down into the pica space you have allowed for this purpose until the miter closes. Then proceed to level off the corners as already described for full-face rules.

If you have hair-line rules in the combination or some with a neck or beard where the face will get heavier if ground off, they will need special attention. It is always advisable to avoid cutting down, if possible, but the difficulty should not deter you in the least from using the file and stone whenever it seems necessary. After getting them down level, if any lines appear too wide, trim them up with a flat or diamond-pointed graver. Practice using the gravers on some old rule until you get on to the trick.

Sometimes you will find only the hair-line rules in a combination are high, in which case you will be able to correct the trouble with the graver alone. All that is necessary is to cut the high corner off, keeping the beard or bevel at the original angle. Use the magnifying glass in doing all this kind of work.

Graytone rules, Figures 3 and 7, will come next and the novice may expect to bubble over several times before he claims success. Too much caution cannot be used in handling this rule—see that the miters are not jammed, that the pages are properly made up, and that the pressman removes all dirt from underneath the rules.

I have omitted to mention heretofore that metal furniture should be used for make-up and lock-up. This fact might be overlooked for pages of full face rule, but not for graytone if you wish to have success. The lock-up must be firm and even, but nowhere tight enough to spring the form.

Doing the best you can, you will find when a sheet is pulled that some of the corners print white and it should be your purpose to correct these so far as possible at this stage of the work. I find it best to look them all over carefully to see that the miters meet properly, then allow

the pressman to make ready and get a final O. K. You are now reasonably certain the form will not be tampered with and can proceed to the best advantage and with least damage to the rules.

When the rules appear high, plane them down with an end wood block. If they stagger around the corner, as shown in Figures 4 and 7, drive them into line with the punch. Staggering sometimes gives the appearance of a white line thru the corner on fine graytone rules. Look at them thru the glass before punching, so as to drive at the side requiring the shortest move. Often this is all that is required to fix the corner. An electrotyper's finishing rubber is a very handy thing to have just now, as by rubbing it over the face you may easily determine which rule is higher. It also removes the slight burr, often found on the rule, without in any way injuring the type or rule.

On fine graytone rules do not use file or stone. Instead use the flat graver, cutting off the high rule just enough so that it is level with its mates. Very seldom will it be necessary to cut more than one-sixteenth inch back from the miter, generally one-half this distance will be sufficient. Be careful that the graver does not "dig in" and leave a white spot. Where necessary you can lighten the corner by trimming each individual line with the diamond-point graver. Remove the burr left by the graver with finishing rubber. In all these operations the coöperation of the pressman is absolutely necessary to success. Regardless of how well the rules may be joined in the form, if the make-ready is not right they will not print.

Many printers will doubtless hold up their hands in horror at the thought of all these operations for the sake of nice appearing rule borders, but there is no cause for alarm. Most of the operations require less time to do than it takes to read about, and it is not supposed that any printer is going to put fine graytone rule on handbills. The thought of damage done to rules may also deter others, but this is not nearly so great as it would be under the old system of giving the low spots a lot of extra squeeze and then using the stone to round them off. I have seen graytone rules (96 lines to the inch) run for five and six different jobs without recutting, on which the corners had to be joined for each job, with a run of over 50,000 each, and on which the corners showed no more wear at the finish than the balance of the rule.

Making repairs on rule will probably interest some readers, for we all have accidents, and they are most harmful when we are least prepared to meet them. About the only extra tools required will be a strong prick punch, (a good nail punch will do), a burnisher, knife-edge graver and an awl or bodkin. The punch and bodkin are used to raise up the printing surface of the rule. The burnisher for rubbing it down without loss of metal, and the graver for trimming the fine lines, and sometimes for raising them up.

Slight scratches in full face rule may be removed with the jeweler's file and Scotch stone. To correct deep scratches or holes you will need to raise the face up until you can hammer or burnish the defect out and have enough metal left to refinish on. Lay rule on its side on the bed of press or other solid surface with the face toward you. Take the prick punch and drive it into the side of the rule a short distance below the defective spot until the bottom of the damaged portion is above the face level, then file down with jeweler's file and polish with stone. Multiple-line rules can be repaired in same way, but more skill is required. Use gravers for refinishing.

Graytone rules are very hard to repair, especially if the damage is extensive For scratches and bruises, use the bodkin and knife-edge graver to work the injured lines back into place, if possible, by bending, if not lift up with the punch and cut off to the proper level, then trim the lines to width with knife-edge graver. Remove burr by using rubber.

Not all patterns of brass rule will join properly at the corners. Some of the fancy stuff shown in Figures 6, 8, 10, belongs to this class. Other examples like that shown in Figure 9 make good corners when very carefully cut, but few of the fancy rules make up borders of even picas in length, and so it is well to use them sparingly.

## A MATTER OF NOMENCLATURE

A negro, according to Everybody's Magazine, was recently brought into police court in a little town in Georgia, charged with assault and battery. The negro, who was well known to the judge, was charged with having struck another "unbleached American" with a brick. After the usual preliminaries the Judge inquired. "Why did you hit this man?"

"Jedge, he called me a damn black rascal."

"Well, you are one, aren't you?"

"Yessah I is one. But, Jedge, s'pose somebody'd call you a damn black rascal, wouldn't you hit 'em?"

"But I'm not one, am I?"

"Naw, sah, naw, sah, you ain't one; but s'pose somebody'd call you de kind o' rascal you is, what'd you do?"

## WITH THE SCHOOLS OF JOURNALISM

### Changes at Kansas

Two new men have been appointed to the Journalism faculty at the University of Kansas to fill vacancies caused by the resignation by J. Wainright Evans who joined the staff of The Nation's Business, and Frank Thayer, who went to the English Department at the University of Iowa.

Mr. Evans' place is taken by Vaughn Bryant, for three years a teacher in the School of Journalism at the University of Texas. Mr. Bryant's newspaper experience was gained principally upon the Kansas City Star, to which paper he went after graduation from the University of Missouri.

Thayer's place has been filled by the appointment of W. A. Dill, a graduate of the University of Oregon, who for the past year has been on the copy desk of the Oregonian. He has been editor of an Oregon weekly and city editor of the Eugene Guard.

### Women Head Arkansas Students Publications

Fayetteville, Ark., October 30.—As a result of war conditions, the editorship of two student publications at the University of Arkansas has passed into the hands of women. Herbert Faisst, editor-in-chief of the University Weekly, has been drafted, and Miss Lela Sailor of Bigelow has been named acting editor. Miss Sailor's father is owner of the Bigelow Citizen's Press and she expects to edit the paper after completing her college work. Miss Ruth I. Howell of Forman is Editor-in-chief of the Arkansan, a monthly publication. Both publications are under the supervision of Norman J. Radder, instructor in journalism.

# A DAY IN THE "MENAGERIE"

*By Edgar White, Macon, Mo.*

Time: 10 A. M. on "press day" of a big Missouri weekly. Editor walks in briskly with a large sheet of brown wrapping paper covered with characters to represent writing.

"Half page from Gielselman Department Store, Dick," said the editor; "please get it on one of the local pages."

The foreman straightened up from a "display" case, and sniffed at the copy.

"We're full up with advertising now," he protested, "besides which we ain't got enough men to set the ads we already got."

"Call up Ed Thompson—maybe he'll help us today," suggested the editor.

"Ed's putting some new partitions in his barn, and said he wouldn't come in for any measly newspaper in town."

"Well, do the best you can," and the editor started back to his office, but was stopped by a man near the form elevator.

"The belt from the engine's working loose today," the man said, "and if I have to stop and patch it up we won't catch the up-state mails."

"All right, Charley," responded the editor, "I'll send the janitor down and let him fix it for you."

"Let him fix a machine belt—good Lord! No, sir, I'll fix it myself."

"All right."

"But it will throw us an hour late."

"Well, Charley," returned the editor, "we'll get through somehow; hurry along as fast as you can."

"I am a-hurrying," retorted Charley, "but with having to get down the galleys, and make up the forms, and fixing the mailer—by the way, whose going to mail today? Ed Thompson can't come in."

"I'll send Susie down to help you mail, and let my letters go till morning."

"Susie?" gasped Charley; "what the Sam Hill does a stenographer know about running a mailing machine I'd like to know?"

"I thought maybe you could show her," said the editor timidly; "she's bright and quick to learn."

When the editor was back in his office he found the foreman right in behind him.

"The linotyper tells me she's got more copy than she can get up in six days," announced the foreman; "couldn't we leave out that draft story and a lot of the editorials? Nobody reads it, anyhow."

The editor winced.

"I'll see if George Davison won't run the machine for us while the linotyper is at lunch," he suggested; "that will help some. George said he'd come over any time we were stuck."

The foreman started into his domain, but returned with a new trouble:

"We can't print that Sharp Mercantile ad," he declared, "because the Star got the cuts first and they print the same time we do."

The editor put on his hat.

"I'll see Sharp," he said, "and ask him if he hasn't some other cuts he'll let us have."

In a short while the editor returned with an arm full of cuts, and laid them on the imposing-stone. The foreman eyed them suspiciously.

"Old cuts," he scoffed; "going to take a lot of underlay, and we ain't got any time to fool with 'em the fix we're in today."

For fully five minutes the linotype clicked merrily and the machinery in the room below hummed as the pressman tried it out for the afternoon's run. Then there was a sudden screech thru the tube leading to the editorial room.

"Well?" asked the editor quietly.

"We can't run that 200 extras for the Missouri edition today," announced a strident voice.

"Why?"

"Because we haven't got barely enough paper to run the regular edition—that's why!"

"Then send over to the Star and tell 'em to return the paper they borrowed from us last month—that we need it. We'll have a new carload in next week, and if they get shy again we can help them out, but tell them to be sure to get over this afternoon what they owe us—that will give you more than enough for the extras."

Two hours slipped by, bringing new mechanical problems of an "insurmountable" nature, of vexatious twists and turns with no seeming way out, and thru it all the editor quietly listened to impatient language, to protests against suddenly developed emergencies, to demands for the curtailment of matter that had cost him long and laborious effort to procure. He never lost his temper, never got excited, but met each

new, vexatious question with a practical suggestion and an encouraging smile.

Finally the machinery began to hum in the depths below, swelled into a roar and the press' race against time was on. Presently a boy ran upstairs with an armful of freshly printed papers, tossed one on the editor's desk and hurried to make his town deliveries. The editor opened the pages and as he glanced thru them sighed with content. All the ads that "couldn't get in" were there in their proper positions, well displayed and attractive. The old Sharp Mercantile cuts were printing like new ones. The draft story and the editorials, "which didn't amount to much, anyway," occupied their proper places in the paper, and were neatly printed by the old press that was churning off the edition.

At five in the evening the editor started for home, going by way of the press-room. The machinery was silent. Most of the mail was now traveling on the afternoon trains north, east, south and west. The printers were leisurely picking up some fag ends of the press-room work. The foreman with one foot on the iron step of the press, was scanning the paper.

"Say," he exclaimed, "we got out a cracker-jack paper today, Charley."

"You bet we did," returned his ink-spattered mate; "if the Star gang wants to travel with us they'll have to get up long before daylight—and then some!"

* * *

# COMPOSING ROOM NOTES

HEN running small forms to be printed in two colors, it is not necessary to skeletonize and make up two forms as usual. Both of the colors can be printed from the single form in the following manner, and absolute register can be assured without the slightest shifting. The full form is locked up and made ready on the press for the first color, after which an impression of the form is pulled on a heavy piece of smooth cardboard. Then, all the lines and characters which are to be printed in the second color are carefully cut out of the cardboard with a sharp knife. (The pieces cut out to be saved.) This card is then glued to the back of the form in true position, and with a small piece of wood furniture all characters **not to be printed** in the first form are **pushed down** in the cut-outs in the cardboard on back of form. The first color can then be printed, the low matter, of course, not appearing. For the second color (making ready and guide setting unnecessary), the cardboard cutout is removed from the back of form, and the pieces of cards which have been saved, are glued on back of the matter for the second color instead. A drum-tight frisket of manila paper is then glued to the grippers, an impression pulled, and all matter which is to appear in the second color is carefully cut out of the frisket. The second color is then ready for printing, and being printed with the same guides and form, absolute hair-line register is assured from the very beginning.

The whole operation of the cut-out cards and frisket requires but a few minutes and saves the time of making up two forms and the usual shifting.

When possible, the first form should be printed at the end of the day, following, next morning with the second color, which plan of course, insures the work being dry for handling.

* * *

The hand-lettered advertisements which have recently come into vogue among certain well-known advertisers in the leading magazines open a new field for compositors and other printers who are handy with brush and pen. Compositor-artists, thru their long experience in studying the value of display and space in general advertising matter, are considerably more able to produce artistic advertisements with the hand-lettering than the ordinary designer or ad-writer. There is also a great field open for printers who have acquired a knowledge of advertising make-up and writing thru working continually on this class of work. Naturally, printers, with their technical knowledge of type and the point system are more able to lay out attractive work than the ordinary advertisement writer, and by careful study of the best advertisements in the leading magazines, printers who are clever with the pen and brush would soon become proficient in general advertising work.

Printers who have a liking for the art of advertising or hand-lettering should connect with some good advertising agency, and take up this work in spare time as a profitable "side line." Or, perhaps there is an opportunity for you in the very office where you are working. Show your employer some specimens of what you can do in this line. Do not "hide your light."

There are people connected with the printing business whose duties do not bring them into direct contact with type but who are often asked to cast off a section of manuscript, and unless one has the practised eye which comes to compositors as a matter of course, the operation is by no means easy. By the following method, however, sufficient can be quickly learned to ensure fairly accurate casting-off. There are for our purpose three main kinds of copy: typed, and handwritten, and a combination of these. Get a piece of reprint, say a page of demy 8vo, set in twelve point. Type it, and note what it makes. Then keep this as a standard for typed copy. Thus, if the piece of reprint selected makes three quarto pages of typing of twenty-five lines each, then the reverse applies. Variations in size of type and width of measure can easily be accounted for. The above can be done also for the two other categories of copy, except that in the case of matter which is purely handwritten, more work can be put in with advantage. If the casting-off has to be done for a particular individual, imitate his handwriting for a folio and see how it pans out. Folios of bold, medium and small handwriting can also be standardized, using all the time the same piece of reprint. The experience gained by the above procedure will be found worth the trouble, as much time will be saved thereafter.

* * *

The difficulty experienced in keeping leads and slugs

around cuts from "working up" on press and showing on the printed sheet may be remedied in a simple manner.

Instead of having the linotype matter set or sawed various measures so that cuts can be justified with leads and cardboard afterwards, have the slugs set regular measure, leaving slug blank where cut is to go.

When ready to make up the pages, set the gauge on lead-cutter the measure slugs having been set, then place next to gauge, using the first three fingers of left hand to hold it in position, allowing the forefinger to press slug close to cut after being placed against it, facing outward, by the right hand. Then pull lever down so as to cut slug off. After cutting each slug in this manner place them alongside of cut, and the result is a perfect justification.

Besides a perfect justification there are no leads to "work up" on press as enough of the blank has been left on in the cutting to fill the gap between the cut and reading matter, making it unnecessary for further spacing, and at the same time a perfect lock-up is secured because of the absence of leads and slugs and other spacing around cut, and the result is a solid form of cuts and slugs, nothing to fall out, nothing to "work up."

* * *

Typewriter type was made to imitate typewritten work done on a typewriting machine. One-third of the typewriter jobs are set up incorrectly, and the result is, the job is thrown back on the printer's hands. In setting twelve-point typewriter type the indention of paragraphs should be about nine typewriter spaces (not two three-em quads), as some printers use quads which do not belong to the typewriter font, and the result is, the letters do not line up properly.

Another error is: many printers use an em quad after sentences, instead of using two typewriter spaces.

After the job is set up it should be spaced exactly like original copy; if the matter only amounts to fifteen or less lines it should be spaced with a pica between the lines and two picas between paragraphs.

The date lines should be spaced with pica slugs and two or three picas between date line and the "Dear Sir," etc., and about two picas should be allowed for the signature, etc.

Ten-point typewriter type should be treated in similar manner.

* * *

Most compositors in completing the setting of a job give it a couple of winds with string and set it loosely upon the stone. With this method in many cases small characters fall from the ends of the lines and the proving-man generally uses some cuss-words while the proofreader wonders what is the ailment of the compositor.

There is a better method of tying up a job and it requires but little more time than the former: After the job is composed, select two twelve-point slugs the full length of the job and tie the form up tightly with these slugs along each edge; then select four twelve-point slugs several ems shorter than the measure used in the composition and insert two at the top of the form and two at the bottom by drawing the strings open with a bodkin. This simple little operation will cause a job to be tied up as tightly as though locked in a form, and the matter can be lifted and moved about the stone without the slightest chance of becoming pied or any of the characters falling from the ends of the lines. Make things easier for the stone-hand.

One large, modern printing plant in Philadelphia which is noted throughout the country for fine halftone presswork on catalogs and art calendars has every halftone plate that goes to press mounted on solid metal backs, even on the smallest runs. The expansion-block system is used of course, on all large cylinder forms containing process plates or a great number of regular halftone plates. But all other plates have solid lead backs.

Every good printer knows that halftones mounted on wood blocks break away very quickly in the overlay make-ready, and the damp weather is bound to warp the wood backs to a considerable extent.

Enough time is saved in the make-ready of a form of metal backed plates to pay for the additional cost of this method of mounting and the work will always have a better appearance.

Engravers should make an effort in educating printerdom to the high value of having all plates mounted on solid base.

* * *

When printing large, heavily-inked placards, window or show-cards, or in fact, any large card work, it is an easy matter to prevent offset without any slipsheeting by simply standing the cards on their edges as they leave the press. A small box or weight of any kind is placed against them in about hundred lots. Each pile of cards is then removed carefully to the work-table where they may be gathered (still standing) in large quantities without any trace of offset.

* * *

Very good stamps may be made of joiner's glue and roller composition instead of rubber. A few sheets of tin-foil are laid over the type form or electro and a simple impression taken on a tympan of felt, using any sort of press. The tin-foil matrix is then taken from the mold and slightly oiled. About the matrix oiled sills of lead are arranged and joiner's glue to which a little roller composition has been added for flexibility is then poured in. After cooling, the stamp is easily detached. For the first few days after casting the stamp remains somewhat soft, but subsequently hardens without losing the elasticity required for a stamp. It requires only a wooden handle for mountings. Stamps made in this way may be utilized, when mounted on old electro bases, to print on irregular surfaces, such as palm-leaf fans, or on hard surfaces like tin.

* * *

Beautiful effects may be secured on the darkest and the roughest of cover and the bond papers by first printing a solid plate of form size in the best cover white ink and then running the same solid plate with the best gloss varnish a second time without changing gauges or making ready. The result, if a hard metal packing has been used and the best white ink and varnish, a printing surface of whiteness and gloss little inferior to enameled paper. Halftones may now be printed in any color of three and four-color work, with entirely satisfactory results.

* * *

Every compositor should have a small bottle of collodion handy. When the end of the fingers become sore—the result of pushing down spaces and setting from a partially empty case—a small amount of collodion applied not only acts as an antiseptic but forms a pliable coating over the wounds, protecting them from further soreness. Unlike court-plaster this preparation does not stiffen the fingers, which would prevent setting type. The collodion can be secured at any drug store at a small price.

In great composing-rooms equipped with the old-style frames or stands it is not unusual to encounter cases which are cracked and split along the bottom. When the dull season appears compositors can serve a double purpose by cleaning and repairing the cases damaged in this way. Strips of gummed paper should be laid underneath the case the full length of crack and also at the bottom of boxes where the letters formerly slipped down. A good way to moisten the gummed paper is to use a moderately damp sponge.

* * *

When running window placards in small quantities (fifty or one hundred being the usual amount), and a few sorts are missing from the large-size display lines, instead of purchasing the needed letter, simply set the form up, leaving blank places where the missing sorts are needed. Print the form in this manner, afterwards striking in the missing letters with another impression with sorts selected from the first form. With large type, the register is an easy matter.

* * *

When running plain matter around cuts, etc., and where the measure is as small as from five to ten ems, a considerable amount of time can be saved by first placing each line of type in the first stick without any spaces; then by counting the number of spaces required between the words in the line, and measuring the open space at end of line, the proper size spaces can be inserted—resulting of course, in absolutely even spacing at the beginning, and without lost time in changing spaces several times.

* * *

Altho the curving of type lines is considered out of place now-a-days by many compositors, a customer sometimes calls for one or more lines to be so treated. In setting same, cut a piece of good card a little longer than the line, so as to admit of space at the end; paste this, or fix with fish glue perfectly, to the inside of the curve. Leave this to set a few minutes, and it will be found that when curved the openings at the top of the letter will be as near accurate as the shape of the letter will permit.

* * *

Keep a piece of steel rule about six inches long on or handy to the imposing and lock-up stones. If no scoring rule is available, almost any rule with a good edge will suffice. Instead of using your hand to brush dirt and grit from the stone before laying down a type form, scrape the surface of the stone clear with the straight edge of the rule. This method will be found effective in preventing the repeated lifting of form from the press to be "planed down."

Every printer who has ever bought a steel die will welcome this suggestion: Take a piece of phonograph spring which should be about one inch high. Make a circle or oval the required size; file the ends so they match evenly and pour melted lead or linotype metal inside and out, after having made a frame with metal furniture. File the edges of the spring until they are sharp and you will have a steel die equal to the one you would pay two to six dollars for.

When using a job stick such as the Yankee, etc., I found difficulty in getting the right squeeze on all measures. In setting the stick I used a bit of card when it was handy, but more often there was none near. I overcame this by getting a piece of one-point brass rule. For convenience I trimmed it round on the end and carried it in my vest pocket. By so doing, I had it always at hand and knew that every job I set had exactly one point squeeze.

With a good mitering machine, the knife of which is kept sharp and closely adjusted, one can make special accents and characters occurring in mathematical and other composition by cutting the top off one letter and the accent off another and using a dab of glue to hold the pieces together. But where the special character occurs a considerable number of times, it is cheaper to have a special matrix cut by the foundry.

* * *

Sighting along the edges of the form to see if it is true may detect an error of considerable size in alignment, but the better method is to follow what I saw in a printing office the other day. This stoneman had an ordinary carptener's square with which to true his forms. It looked so very simple and yet effective that I wondered why I had not seen it used in more shops. Perhaps there are some who never thought of applying this tool to their own use.

* * *

When distributing the leads and slugs they should never be piled upon each other or mixed; they should be either put in the case or straightened up, the slugs in one place and the leads in another. If they are piled on each other they will bend and cause trouble in justification. If the devil is not at hand to put them away it will pay the one doing the distribution to do it himself rather than piling them up and bending them.

* * *

Tack a piece of soft leather to sides and ends of a bit of wooden furniture and you will have a handy little rubber for smoothing off the face of your type after the job is set up. This is a very useful little article as it will burnish the face of the type, thereby relieving the strain on the compositor's eyes, and at the same time rub the specks of dust away and show up the bad letters. Try it and see.

* * *

Dents in the face of wood-blocked halftones, electrotypes or zinc plates may be taken out by removing the plate from the base and laying face down on an imposing-stone on which has been placed a number of soft sheets of paper. With a mallet strike a nail punch on the reverse side of the plate right in back of the dent. By this means the dent can be forced back again to a print-high surface.

* * *

When a few large placards are to be printed on a cylinder press an easy way to work them will be to raise the form rollers and after inking the form by the hand brayer, lay the stock upon the form and turn the press over slowly by hand. By exercising a little care, very fair work may be accomplished and in about one-third of the time required for adjusting feed and delivery devices.

* * *

In setting advertisements or display jobs the type should be set in stick without being spaced out, and the compositor can judge whether the type harmonizes and has the style to it. If a line does not suit he should throw it in the respective case and set another line, and if type harmonizes, space out at a quad case. A lot of extra time can be saved by this method.

* * *

Forms should never be locked up without having a piece of reglet on each side of the quoins. If this precaution is taken you will find that the quoins will never bury in the furniture and mutilate it. If you have no

space for reglet between the quoins and chase you may use a piece of cardboard, and this will keep the quoins from slipping or working loose.

* * *

When specimens of printing or illustrations are mounted on separate sheets which are to be bound in they are nearly always attached by the top edge.

The result is that unless the pages are turned over very carefully the specimens are doubled up, torn or otherwise spoiled. The only proper way is to fasten them to the mounting sheet by the edge which is to be nearest the binding—the inside edge.

* * *

In your job cases lay the four and five-em spaces above the period and hyphen boxes in place of the semi-colons and colons, putting the latter in the boxes ordinarily used for spaces. In fonts over twelve-point in size this brings frequently needed thin spaces near at hand. Two-point spaces may be kept in the box beneath the capital "W" and the three-point spaces beneath the capital "V."

* * *

When distributing new type, especially when laying a large font of new body letter, as it is removed from the wrappers, saturate the type well with strong, soapy water applied with a sponge. This will prevent the type from sticking together and will eliminate the high glitter on the new characters which is so injurious to the eyes, especially when working in sunlight.

In sending pages to the electrotyper, such as titles, half titles and the like, where the type does not fill the entire measure, turn an em dash or some little-used character upside down at each extreme corner of the form. This will serve as a guide for the electrotyper, who is then able to set his guides for accurately trimming the plate the same size as the others.

* * *

Those who have the care of linotype composition for magazines, especially those using very short stories, know that there is anywhere from half a galley to thirty galleys carried over from month to month. What to do with this type is the problem. If it is left on the same galleys it means tying up a large number of galleys to no purpose. We had trays made of inch pine about twenty-two inches long and eleven inches wide with side and inside strips about one inch high. The inside strips were used to separate the columns and strengthen the tray. Thus sixty inches of galley space was secured for a very small expense with the added advantage that these trays could be piled one on top of another. Then as each was filled it was labeled on the outside.

* * *

Take two pieces of wooden furniture about twelve inches long, and cut them down to exactly five and a half picas, actual type height. Then take a row of any forty-eight to sventy-two point capital letters, put on proofing-press with these wooden bearers on each side, and pull an impression. Underlay bearers enough to make type show very lightly on further impressions. On final proofing a little heavier packing will give results as good as on any platen press. On small jobs it is well to prove bearers same as type, afterwards exact size of job may be cut out of the sheet. On larger jobs it is well to cover the bearers with pieces of clean paper (after first inking them with the type to get good ink distribution on the job.)

* * *

Every compositor knows the difficulty with which the four and five-em spaces are reached, especially in the dust-proof cabinet cases. It is almost safe to state that as many of these spaces can be found in the "c," "d" and "apostrophe" boxes, as in the boxes where these spaces belong. This is caused by the difficulty with which the boxes are reached in distribution. The change in lower case offered herewith is simply transposing, reversing the semi-colon and colon for the four and five-em spaces. As the colon and semi-colon are not used much, the advantage of the plan should at once be comprehended; the time saved in spacing out and the ease which the four and five-em spaces can be reached will be surprising to anyone who tries the plan.

* * *

At any drug store get three-quarters of an ounce of starch powder and the same quantity of powdered caustic soda. Be sure to get the latter powdered, as it is unpleasant and difficult to pulverize. Mix cold water with starch to the consistency of maple syrup and pour it into a quart jar. Completely dissolve the caustic soda in four ounces of cold water and stir it into the starch until a jelly is formed. Stir cold water into the mixture until the jar is full. You will then have a quart of very tenacious condensed paste that may be diluted to as much as a gallon and still be strong enough for most purposes. For strength, cheapness and ease of making it would be hard to find a better recipe.

* * *

When it is desirable to align a series of ditto marks or words in columns, one below the other, the compositor often has trouble in spacing the lines in the second stock to correspond with those in the first. This difficulty may be easily overcome by removing the last line from the galley and replacing it in the stick before resuming work.

* * *

In cases where two or more columns are to be set without breaking the measure it is possible to do accurate spacing by inserting six-point rules the length of the second or third columns, against which the lines may be spaced readily, thus assuring accuracy and regularity of the respective columns.

* * *

Occasionally it is necessary that linotype matrices will for various reasons have to be taken out of the magazine. At best it is a slow job to get them in shape for replacing. When they have become pied, one of the best ways to get them in order is to take a composing-stick and pick the mats up similar to setting type by hand, putting them in the stick one at a time, with the mold section of the matrix furthest from the bottom of the stick. When a line has been assembled in the printer's stick it is an easy matter to break it and slide it off onto a galley or other receptacle. In this manner mats can be easily handled and with less expenditure of time than several other methods employed.

* * *

In making up book pages it is a good plan to lay out several galleys in order and measure off as many pages as possible, inserting a slug or reglet between them, before starting to tie up the pages. When this is done it is easy to see and remedy difficulties in the way of long or short pages at a much less expenditure of time than is possible where each page is tied up as fast as it is measured off. This method is almost indispensable in the make-up of booklet pages. A much more pleasing result is secured and more uniform page spacing where the whole job is laid out and measured at first.

# BOOKKEEPING AND COST FINDING FOR PRINTERS

## FUNDAMENTAL BOOKKEEPING PRINCIPLES FOR PRINTERS

[This is a correspondence course in Cost Finding for Printers given by the University of Wisconsin Extension Division as a part of their service to the business people of Wisconsin.]

THE first assignments in this course have to do with the general bookkeeping and accounting phase of the printing business.

**Importance of Correct Bookkeeping.**—In every line of business today an increasing amount of attention is being paid to the subjects of accounting, administration, and organization. It is a fact that the printing business, altho it ranks sixth in value among the manufacturing industries of the country, has been given comparatively little thought and attention along those lines which are the very fundamentals of a successful enterprise.

It is of importance for the printer to have a knowledge of the elements of accounting before he can hope to acquire the greatest success in his business. With such a knowledge the printer will be able to analyze and interpret the facts recorded upon his books so that he may more intelligently administer and manage his business. It is as true in the printing business as in any other that only those who are willing to master the details of administration will attain any degree of success. The practical printer starting in business can assume no greater handicap than to think that because he knows the technical end of the business, the administrative end will take care of itself. The purpose of this course is to explain the principles of bookkeeping and cost finding, a knowledge of which furnishes the very foundation of successful management.

**Definition of Bookkeeping.**—Bookkeeping has been defined as the art of recording business transactions in a regular and systematic manner so that a proprietor or manager may know the true state of his business and property by an inspection of his books.

**Definition of Accounting.**—Accounting, on the other hand, covers a much broader field than bookkeeping. The definition given by Pixley, a noted English accountant, well expresses the distinction between bookkeeping and accounting. He says that accounting may be divided into three branches—constructive, recording, and analytical or critical. The constructive branch of accounting has to do with designing the books of a new concern, revising existing bookkeeping systems, and preparing financial statements. The recording side of accounting is merely bookkeeping, and becomes more or less mechanical, for it is simply a matter of making entries in books of accounts already designed. The third branch, analytical or critical accounting, has to do with ascertaining the accuracy of entries already made, and is popularly called auditing. So it is seen that bookkeeping is really a small section, so to speak, of accounting; but it is a very necessary section, because the business transactions must be recorded in a manner allowing of ready interpretation, analysis, and criticism.

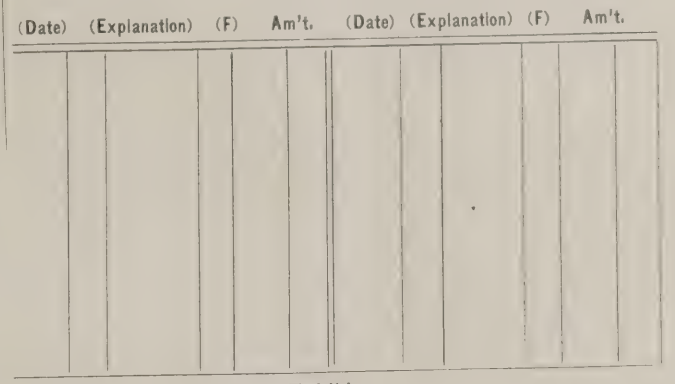



Exhibit 1

**Standard Form of Account.**—Our consideration of bookkeeping begins with the form of the account. Custom has decreed a certain standard form of account, which is shown in Exhibit 1. "F" above the fourth column on each side of this model form of account means that this column is the "Folio" column—in this column, in the case of each entry, is placed the number of the page, or the initial of the book from which the item is posted. (Posting will be explained later.)

**Meaning of Debit and Credit.**—Again, custom says that the left hand side should be used for recording debits, and the right hand side for recording credits. So when an account is debited, an entry is made on the left hand side of that account, and when credited, on the right hand side. Furthermore, double entry bookkeeping is built upon the principle that for every debit there must be an equal credit—that every business transaction constitutes in itself an equation, one member of which grants some value for which the other is held responsible.

Examples of this relationship may be seen in the following typical cases arising in any busi-

ness. The words debit and credit are used with their accounting significance in these illustrations. In order to enable the printer to apply the principles of debit and credit, the illustrations are stated in the form of rules.

**Application of Debit and Credit Principles**

Whenever any one buys goods of your firm for cash, debit cash and credit the goods sold.

When goods are sold **on account,** debit the purchaser and credit the goods sold.

Whenever cash is converted into some other form of property, i. e., when you buy something and pay cash for it, debit the articles bought and credit cash.

When goods are bought on account, debit the goods and credit the party from whom you purchase them.

When money is paid out, neither to people owed, nor for the purpose of obtaining property, but for the purpose of obtaining such services or incurring such expenses as may be necessary in conducting your business, debit the service or force purchased and credit cash (if cash is paid) or credit the party supplying the services if the transaction is on account. Included in accounts of this kind are salaries, rents, light, heat, water, etc., all of which may be necessary in order to do business, and which represent neither persons nor property

When notes are given to you by other persons for goods purchased, debit notes receivable and credit the goods sold. If the notes are given in settlement of bills that have already been charged to the accounts of persons, debit notes receivable and credit the persons who gave the notes. When notes receivable are paid, debit cash and credit notes receivable.

When notes are given by you for goods purchased, debit the goods bought and credit notes payable. If notes are given by you after the goods have been bought by you on account, debit the persons to whom you give the notes and credit notes payable. When you pay your own notes, debit notes payable and credit cash.

**Kinds of Accounts.**—From the preceding examples, it is seen that there are different kinds of accounts. All accounts may be divided into two kinds—personal and impersonal. Personal accounts have to do with persons. Impersonal accounts include all others than those with persons.

**Personal Accounts.**—Personal accounts represent all our dealings with persons, partnerships, associations, corporations, etc., and show what the business owes them, or what they owe the business. Even the account of a sole proprietor is, in good accounting, considered a personal account, for it represents what the business owes its proprietor. The proprietor is debited with all things taken from the business and credited with all property granted to the business by the proprietor.

**Impersonal Accounts.**—Impersonal accounts represent the various elements of the business in relation one with another. They have no direct relation with any one outside of the business, or even with the proprietors, but they represent the property and forces at work within the business itself. Impersonal accounts are of two kinds—real and nominal.

**Real Accounts.**—Real accounts are those which represent actual value and which appear upon the books of a concern as showing the permanent or tangible evidence of money spent or received. Such accounts represent pure exchange transactions in the kind of goods owned or owed, and are either a resource or a liability. Examples are Cash, Notes Receivable, Accounts Payable, Real Estate, and Machinery.

**Nominal Accounts.**—Nominal accounts are those which do not represent tangible things, but rather relate to the condition of the business within itself. They are the accounts necessary for the conduct of the business; they represent profit and loss transactions. Examples are Rent, Salaries, and Depreciation.

**Typical Transactions in Printing Business.**—The following illustration shows how the elementary principles of bookkeeping apply to the printing business:

Suppose A decides to go into the printing business and invests $4,000 in cash. The entry, then, is to charge Cash with $4,000 and to credit A with a like amount. The simplest equation possible is the result:

Cash, $4,000=A, $4,000.

Now, let us suppose that A decides upon a location for his printshop at No. 10 Victor Street, at a rental of $35.00 monthly, payable in advance, dating from February 1. Immediately, then, cash has been paid out, not for something tangible, but for the right to occupy the premises at 10 Victor Street for one month from date. The entry for such a transaction is to charge Expense and credit Cash with the $35 paid. In the language of bookkeeping, "to charge" means the same thing as "to debit." A bookkeeper speaks of "charging" an account just as he does of "debiting" it. The two terms are interchangeable.

A then purchases from the Z Supply Co. equipment as follows: $500 worth of type; 2 platen presses at $250 each; a type cabinet at $50; a small stone at $25; a furniture cabinet at $25; a lever cutter at $175; a motor at $50;

and $50 worth of other necessary articles generally used around a printing office. He pays $500 down on these purchases, and is given credit for the balance. The entry then would be to debit Equipment with $1,375 and to credit cash with $500 and the Z Supply Co. with $875.

This illustrates the fact that for a single transaction there may be more than one debit or more than one credit. The point to remember is that irrespective of the number of debits or of credits, the sum of the amounts debited must equal the sum of the amounts credited.

The equipment is installed, and A decides that he will mail 500 announcements to prospective customers. He buys stock and has an engraving made for which he pays $5 in cash. The entry is to debit Expense and credit Cash with $5. On February 3, he buys $5 worth of postage stamps; his entry should be Expense $5, to Cash $5. (This is the usual way of expressing the method of dividing a transaction into its elements of debit and credit. The accounts to be debited are stated first; then comes the preposition "to;" and, finally, the account or accounts to be credited are given. Thus: account debited to account credited; or, as in the case just referred to: Expense to Cash.)

After the foregoing transactions have been recorded, let us see the status of each of the accounts.

Cash has been debited with $4,000; and Cash has been credited with $25, $500, $5, and $5.

A has been credited with $4,000.

Equipment has been debited with $1,375.

Z Supply Co. has been credited with $875.

Expense has been charged with $45. (As stated before, in accounting terminology, "charged" and "debited" mean the same thing.)

It is seen that accounts have been opened with property, persons, and expense; and that while the accounts with property and persons represent things owned or owed, the expense accounts represent expenses within the business itself.

In the printing business it is the custom to group all expenditures under three heads: Inventory (Equipment), Merchandise, and Expense. Both Inventory and Merchandise are **real accounts,** while Expense is a **nominal account.**

**Assets and Liabilities.** Accounts have already been classified as personal and impersonal. They may be classified in another way in two general divisions—assets and liabilities. Assets are property belonging to the business, or amounts owed to the business. Liabilities are amounts owed by the business to the owners of the business and to others.

Assets are divided into the following classes: current, fixed, deferred, and intangible.

**Current Assets.**—Current assets are those which are cash or can be converted into cash most readily, such as Cash, Notes Receivable, and Accounts Receivable. Merchandise is generally regarded as a current asset.

**Fixed Assets.**—Fixed assets are those representing comparatively permanent investments, such as Real Estate, Buildings and Fixtures, and Equipment.

**Deferred Assets.**—Deferred assets are really prepaid expenses. For example, you take out a three-year fire insurance policy on your shop at a cost of $100. It is manifestly unfair to charge the entire expenditure to the operations of the first year; so only one-third is considered as an expense for this period; and the balance, $66.67, is carried on the books for the next year as a deferred asset—a prepaid expense.

**Intangible Assets.**—Good will is an example of an intangible asset. The "tendency of the trade to seek the old quarters" is truly an important asset, but since this tendency is intangible and can only be considered as of real value in case of sale or transfer of the business, it would be unwise to include it among such assets as Notes Receivable, Real Estate, and Equipment.

Liabilities are what the business owes, and are divided into two main divisions, trade and capital.

**Current Liabilities.**—All debts owed to outside parties—the general public—are called trade liabilities and are themselves divided into two classes, current and funded. Current liabilities are those upon which payment may be demanded first, such as Notes Payable and Accounts Payable.

**Funded Liabilities.**—Funded trade liabilities are debts of certain duration—they do not become due until a certain time—such as bonds and mortgages.

**Capital Liabilities.**—The owner's investment in a business constitutes the capital liability of that business—the amount the business owes the proprietor. It can readily be seen that the capital liability may consist of two separate parts—the amount originally contributed to the enterprise, and the profits derived from such investment. This distinction gives rise to the two divisions of capital liabilities—original and accumulated.

**Chart of Real Accounts.**—Graphically, the

real accounts of a business may be divided as follows:

**I. Assets**

1. **Current.**
   - a. Cash.
   - b. Notes Receivable.
   - c. Accounts Receivable, etc.
   - d. Merchandise.
2. **Fixed.**
   - a. Real Estate.
   - b. Buildings and Fixtures.
   - c. Equipment, etc.
3. **Deferred.**
   - a. Unexpired Insurance.
   - b. Unexpired Advertising Contracts.
   - c. Other Prepaid Expenses.
4. **Intangible.**
   - a. Good Will.
   - b. Other Similar Items.

**II. Liabilities**

1. **Trade.**
   - a. Current.
     - (1) Notes Payable.
     - (2) Accounts Payable.
   - b. Funded.
     - (1) Bonds.
     - (2) Mortgages.
2. **Capital.**
   - a. Original (Investment).
   - b. Accumulated (Profits).

*(To be continued)*

## THE STANDARD SALESMANSHIP COURSE FOR PRINTERS

There are fundamental laws that govern the sale of merchandise. These laws are basic and apply as much to the sale of printing as to any other commodity. The Standard Salesmanship Course is prepared in recognition of this fact by the Committee on Education of the United Typothetae of America.

### The Printing Industry and Salesmanship

Never in the history of the printing industry has the subject of selling been of greater interest, nor the ability to sell of greater value than it is at this time. Selling printing today means more than selling the printed product. It means placing the kind of type of printing in the hands of buyers which will move their products.

Selling, or salesmanship, of this variety requires creative ability and a thoro knowledge of what printing has done and can do towards effecting an increase in the volume of distribution of manufactured commodities of all kinds. For men who will prepare themselves by concentrated study, learn how it is possible to render buyers of printing quality this type of service, there is an increasing demand.

The United Typothetae of America recently commissioned its Committee of Education to prepare a course covering this all-important subject, and now thru its Executive Officers it announces that the National organization has officially approved of and adopted the Standard Salesmanship Course.

This course is based upon practical lines. It avoids professional moralizing so common with present-day instruction, and gets down to "brass tacks." It is the result of a broad study of the needs of the industry, and is representative of the best ideas and most practical judgment to be found in the printing industry.

The course explains the principles governing successful salesmanship:

Defines salesmanship as a vocation;
Distinguishes between the selling of general printing and specialized printing;
Shows how to create business;
How to hold and increase business from regular customers;
Explains what creative salesmanship is and how to apply it;
Describes the "tools" required by every successful salesman;
Shows how to analyze territory;
Instills an imagination in the salesman that results in new business;
Distinguishes between selling at a price and selling at a profit;
Differentiates between securing a customer and selling an individual job;
Helps the salesman in his relationship with his house;
Reduces the cost of selling printing.
This course consists of twenty lessons.

### Enrollment

The Standard Salesmanship Course is planned for individuals and also for the use of local organizations.

The price of the course subject to direction of authorized Board, a copy of the Standard Price List, examination and certificate is:

To local Typothetae groups:

Five or more copies....$12.50 each.
Less than five copies.... 15.00 each.

The student will be required to pass an examination on each lesson and a general examination upon completion of the course.

To those who successfully pass the examination the United Typothetae of America, thru its Committee on Education, will issue a certificate. One year thereafter the Committee will issue an Official Certificate of Competency to those who, thru actual employment as a Printing Salesman, have proven their efficiency.

Each of the lessons is printed in pamphlet form and suitable binders for the course are supplied.

A copy of the Standard Price List, issued by the United Typothetae of America, is given to each student taking the course.

The Standard Salesmanship Course will be ready for use on October 1, 1917.

Owing to the fact that the Committee can handle only a limited number of students in this course during the coming season, individuals and local Typothetae or groups, are urged to make early application.

To those unable to take the prescribed course, the lessons may be procured in book form, as follows:

To members of the United Typothetae of America, including copy of Standard Price List..$ 5.00 each
To non-members ..... 10.00 each
For examination of papers, and issuance of certificate as applied to the course in book form, $10.00 additional.

Address your inquiry regarding this course to your local secretary or to the National Office, 608 S. Dearborn Street, Chicago.

# NEWSPAPER CRITICISMS

*Address all communications to O. Byron Copper, De Soto, Wis.*

IN the business of newspaper-making nothing is more important than circulation, because without circulation a newspaper has little excuse for existence—as a matter of self-evident fact, will not long remain in existence, for it is only thru the possession of circulation that funds are secured with which to liquidate the expenses of publication, and that advertising is secured on which profits should accrue.

Therefore, circulation is the first important consideration for one who is about to engage in the publication of a newspaper, and the problem that will require close attention thruout the entire life of the paper.

There are at least three sorts of circulation and perhaps three times that many ways of securing circulation.

First, I might say, there is that circulation comprising a bonafide list of subscribers, who have, of their own free volition, or thru solicitation, ordered the paper and paid for it in advance of publication. This I shall rightly call "Class A."

Secondly, there is that circulation made up of largely the same sort of subscribers included in "Class A," only they receive the paper without advance payment being required—are extended an indefinite credit, as it were. This I shall classify as Class "B."

Lastly, we come to the fictitious list, that is, one made up in whole or in part of names and addresses secured by means of various schemes of more or less questionable character, such as contests, premiums, clubs, etc. This I shall call "Class C."

Now, among the various legitimate ways of securing circulation, as alluded to above, I shall mention, in the order of preference, merely the few following:

1. Personal solicitation.
2. Clubs.
3. Contests.
4. Premiums.

I cannot here afford the space necessary for an exhaustive discussion of all these methods, but will say briefly that the first is by far the best way to secure a lasting list of subscribers. In connection with one's solicitation all the various means of advertising should be joined, such as space in the sheet itself, posters, cards, blotters, booklets, and any and all bright ideas which may occur to the publisher. Nothing is so potent in building up business, be it that of a newspaper or any other line, as advertising.

To occasionally, or even continually, club one's paper with some good, reliable daily, or well-known magazine, for the purpose of stimulating subscription receipts, is good policy, provided the publisher of the home weekly receives full price for his paper. In all clubbing propositions let the other fellow make the reduction in price. If he refuses to do this, then resolve to "go it alone," making your own paper so good in its field that folks will buy it for its own intrinsic worth, of their own free will and accord, and without special inducement, which, after all, is the very best method of building up and maintaining a healthy circulation.

I shall not too severely condemn contests, altho I have seen many disasters come out of them. I shall not too severely condemn them, particularly as applied to the starting of a new paper, but shall insist that the publisher conduct them personally, as thus only will his people be inspired with confidence and he be able to guarantee strict honesty in the count of votes, absolute fairness in the awarding of prizes, and, most important of all, thus only will he be able to pocket the profits. Have nothing to do with outside concerns. Buy your own prizes, plan your own schemes, and be sole conductor and exploiter from start to finish, and thus are the chances for trouble minimized.

I do not believe in the offering of premiums as an inducement to gain subscribers, notwithstanding that some very substantial publications have long followed the practice. I object to the offering of premiums, because, as intimated in a preceding paragraph, one should make his paper worth the price and desirable enough to be purchased without the addition of some prize, which, if worth giving or hav-

ing, is bound to cost something and thus diminish profits, or, if too cheap, defeats the purpose sought. In most cases, either the paper or the premium is worth very little, and the two are combined in order to effect a sale. The purchaser discovers sooner or later that the one or the other, or both, are not worth having.

✧ ✧

To begin with this month, I have before me a most remarkable home weekly, the Middleburgh, Pa., Post, by Geo. W. Wagenseller, A. M. This is the sheet of which, in 1912, the Publishers' Guide said:

"The Middleburgh, (Pa.) POST is considered in the history of the country newspaper business in that it has attained a greater circulation in a smaller territory with more competitive newspapers than any other newspaper in the United States,"

THE MIDDLEBURGH POST—"THE MOST SUCCESSFUL SMALL-TOWN WEEKLY NEWSPAPER IN AMERICA."—HOLLIS CORBIN

The Middleburgh Post

AND SNYDER COUNTY NEWS

VOLUME 54 MIDDLEBURGH, SNYDER COUNTY PA. THURSDAY MORNING OCTOBER 4, 1917 NUMBER 39

Little Items of Many People

DEDICATION OF PAINTING "THE GOOD SHEPHERD"

HON. G. ALFRED SCHOCH PASSES TO THE BEYOND

SNYDER COUNTY SOLDIER IS IN THE PHILIPPINES

River Ferryman Instantly Killed

More About Nicholas Martz

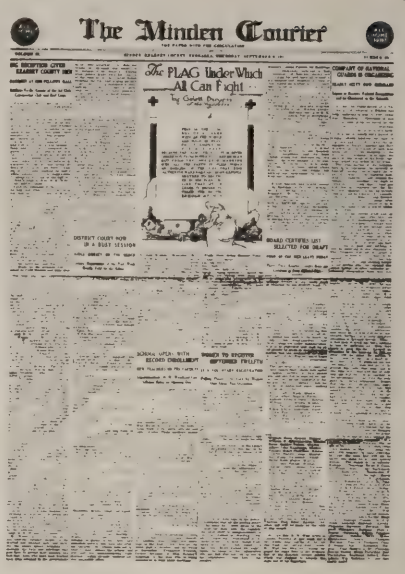
Appeal to Red Cross Knitters

Bean Soup is Approaching

Charter For Spinning Mill

*EXHIBIT No. 1*

and of which Hollis Corbin said, "The Post is the most successful small-town newspaper in America." These are sweeping statements—most enough to make a humble critic timid. As a matter of custom, herewith I am reproducing the first page of one of the issues at hand, as Exhibit 1, and I wish to say that this is by far the best first page in this entire assortment of some five copies of the Post which I have before me. This is not because there is better balance achieved than ordinarily, for that is a feature of the Post's make-up which is usually well-nigh perfect; but in this issue a considerably higher degree of perfection is attained in headlines, both as regards modesty and harmony of type faces employed, and in the length of correlative lines. I hinted above at a feeling of some timidity in venturing upon the review of so famous a sheet, but in view of the following frank


The Minden Courier

The FLAG Under Which All Can Fight

*EXHIBIT No. 2*

invitation from Publisher Wagenseller, I ought to feel free to express such opinions as may be formed by my examination of this specimen:

Middleburgh, Pa., U. S. A., October 23, 1917.

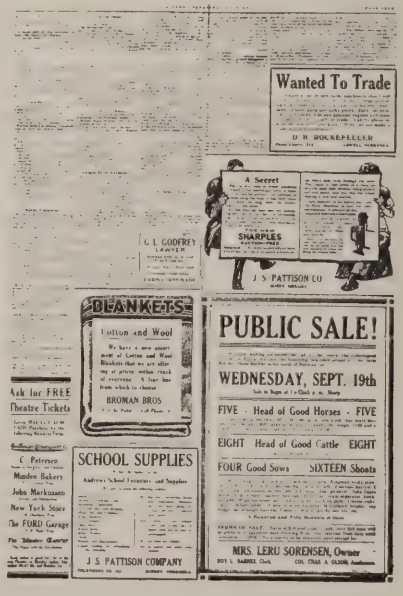
Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—I have just read your Newspaper Criticisms in the National Printer-Journalist. I am mailing you under separate cover several different issues of the Post and would be glad to receive your ciriticisms, whether favorable or otherwise.

Yours respectfully,

GEO. W. WAGENSELLER.

A review of the contents of this paper quickly explains why it is so popular. Its makers follow the plan pointed to in the introduction of this department this month: They make their paper so good that it isn't difficult to induce folks to subscribe for it. The Post's readers take it for its own intrinsic worth, because it is made valuable to them with its eight home-printed pages replete with local news, all linotyped and arranged neatly and readable. Besides the abundance of strictly local news, there is a creditable department of editorials, dealing ever with matters of a local interest; but the characteristic of most importance in the Post's success, as it


Wanted To Trade

SHARPLES

BLANKETS

Cotton and Wool

Ask for FREE Theatre Tickets

SCHOOL SUPPLIES

PUBLIC SALE!

WEDNESDAY, SEPT. 19th

FIVE - Head of Good Horses - FIVE

EIGHT Head of Good Cattle EIGHT

FOUR Good Sows SIXTEEN Shoats

MRS. LERU SORENSEN, Owner

*EXHIBIT No. 3*

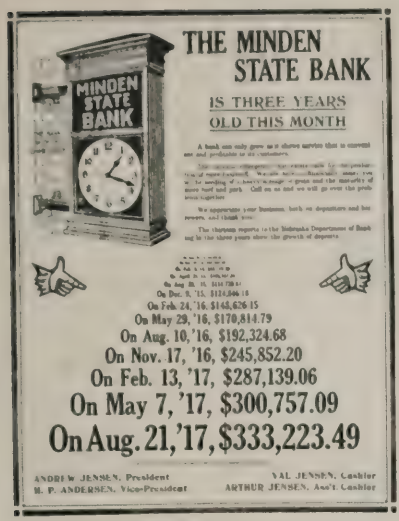

THE MINDEN STATE BANK
IS THREE YEARS OLD THIS MONTH
On Feb. 24, '16, $145,626.15
On May 29, '16, $170,814.79
On Aug. 10, '16, $192,324.68
On Nov. 17, '16, $245,852.20
On Feb. 13, '17, $287,139.06
On May 7, '17, $300,757.09
On Aug. 21, '17, $333,223.49
ANDREW JENSEN, President
H. P. ANDERSEN, Vice-President
VAL JENSEN, Cashier
ARTHUR JENSEN, Ass't. Cashier

*EXHIBIT No. 4*

is in all successful home weeklies, is the unusually great number of newsletters from the various villages or communities in Snyder County. To finish an examination of the front page, I must say candidly that this one shown herewith as Exhibit 1 is practically faultless. Every detail is attended to with that nicety which reveals the touch of a master hand, and the whole is a fine example of correct mechanical makeup. And, while the remainder of the Post is made up very carefully and neatly, yet, owing to the practice of selling advertisers position, the arrangement of displayed spaces is out of accord with the ideal method, which dictates the running of all advertisements at the bottom of the pages. Aside from this, there is positively nothing to complain of. Advertisement composition is extremely plain and simple and presswork first-class. The sworn average weekly circulation of the Post for the year 1915 was 5,132 copies, and with this generous circulation, a rate of 30 cents per inch is charged advertisers, with an additional 5 cents per inch for composition. An additional charge of 10 and 20 per cent, respectively, is made for positions "adjoining reading matter" and "top of column, adjoining reading matter."

✧ ✧

Along last June the office of publication of the National Printer-Journalist received the following interesting letter from Lee A. Richmond, editor of the Minden, Nebraska, Courier. A reply was promptly dispatched to Mr. Richmond, assuring him of this Journal's interest in the matter touched upon and advising him that the matter had been turned over to this department. Thereupon I took the matter up with Editor Richmond, only to learn that he had not as yet tried the plan out fully, but still entertained faith in its success. The first letter alluded to is as follows:

*EXHIBIT No. 5*

Select Your
Fall Garments
Ready-Made!
You Will Save Money By So Doing
MILLINERY
Plain Serge Dresses
Fancy Silk Dresses
Metropolitan Showing of Ladies' Fancy Shoes
Forty Different Styles From Which You May Make Your Selection
We Can Sell You Overshoes at Low Prices

*EXHIBIT No. 6*

*EXHIBIT No. 7*

RECEPTION FOR DRAFTED MEN
MONDAY EVENING, SEPT. 3RD, '17
Big Banquet for the Drafted Men Only
Dance at the Opera House for Everyone!
Big Program at City Auditorium for All
Come and Help Show the Boys a Good Time!

*EXHIBIT No. 8*

Minden, Neb., June 26, 1917.

Gentlemen:—I am enclosing herewith a form now being used in our want ad department and thru which we hope to build our want ad page to more than usual proportions, occupying the entire page or perhaps two of them rather than only one or two columns as we now do.

We will supplement this mail campaign with advertising in which we plan to offer on one day only ten words free. This will, of course, be considerable of an expense, but many will send fifteen and twenty word ads to go more than one time and pay us the difference and we will undoubtedly get considerable later business from these "sample" want ads.

As our plan is as yet only being formulated, we cannot say with what results it will be met, but may advise later if we make any real achievement in our want ad department.

Respectfully yours,
LEE A. RICHMOND,
Editor The Minden Courier.

Note in criticism of Courier two months ago that pyramid and ad lay-out is advised. Advice has been taken and every page is now in this style since the first of the month. L. A. R.

The forms referred to consist of a follow-up series of coin cards, each bearing complete information of the scheme to increase patronage of the Courier's "want ad" department. On one side of the first card sent out to prospective advertisers appeared the following:

THE MINDEN COURIER
Want Ad Department
Minden, Nebraska

In re Classified Advertising:—

The COURIER is recognized as the want ad medium of the county, and its want ads, you have no need to be reminded, are read as regularly as any other class of

*EXHIBIT No. 9*

LEVANG'S WEEKLY

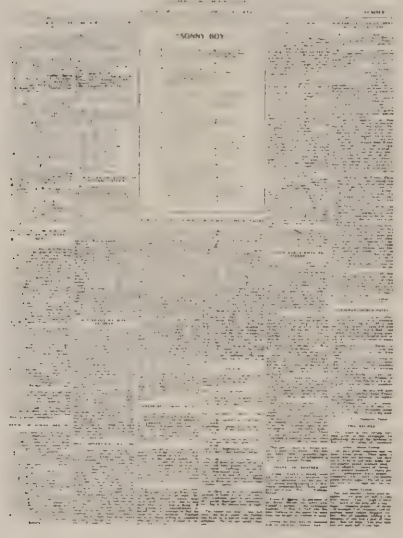


*EXHIBIT No. 10*

news the paper prints. The pulling power of the COURIER want ads is practically a bankable certainty if your proposition is of any general interest to the population or will interest a good proportion of country and small town readers. This paper has the largest circulation in Kearney county of any periodical published; is of eight pages, all home printed, and a good, live advertising medium in every way. It can do the business if anything can.

Very truly yours,
LEE A. RICHMOND.

And on the reverse side this:

THE MINDEN COURIER
"The Paper with the Circulation."
Minden, Nebraska
Courier Want Ad Rates

Classified advertising will be accepted under this head at the special rate of one cent a word for the first insertion and each subsequent consecutive insertion without change of copy at one-half cent a word, strictly cash in advance. Sixth, thirteenth and every seventh insertion thereafter gratis. If credit is to be extended, charge will be made at 5c per line.

Attached ad will be printed under any desired head, one time for $....., six times for $....., or thirteen times for $.....

THE MORNING PRESS.
Fifth Annual Columbia County Fair and Agricultural Edition
LARGE FIELDS THE RULE FOR WEEK'S SIDEWHEEL RACES
TWENTY KILLED, EIGHTY INJURED IN A COLLISION
NO OTHER FAIR CAN CLAIM THIS
NEXT CONTINGENT TO GO SATURDAY
GERMANY BUT TO STATE WAR AIMS
MILK PRODUCERS IN FINISH FIGHT

*EXHIBIT No. 11*

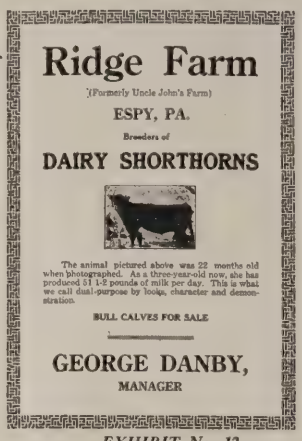

Ridge Farm
(Formerly Uncle John's Farm)
ESPY, PA.
Breeders of
DAIRY SHORTHORNS
The animal pictured above was 22 months old when photographed. As a three-year-old now, she has produced 51 1-2 pounds of milk per day. This is what we call dual-purpose by looks, character and demonstration.
BULL CALVES FOR SALE
GEORGE DANBY,
MANAGER

*EXHIBIT No. 12*

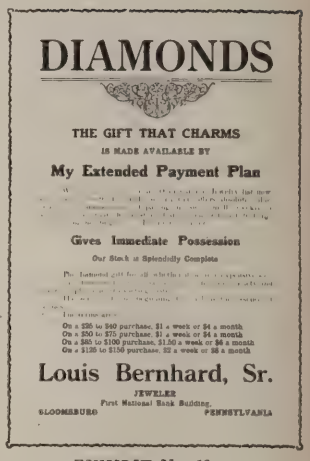



*EXHIBIT No. 13*

Insert coin or coins in slots below. If paper money wrap about card.

If other copy is desired cross over this and write upon another sheet.

Head.....

Three additional cards complete this interesting series. On the face of each of these, in addition to the message impressed upon the face of the first card, is the following:

COURIER WANT AD RATES

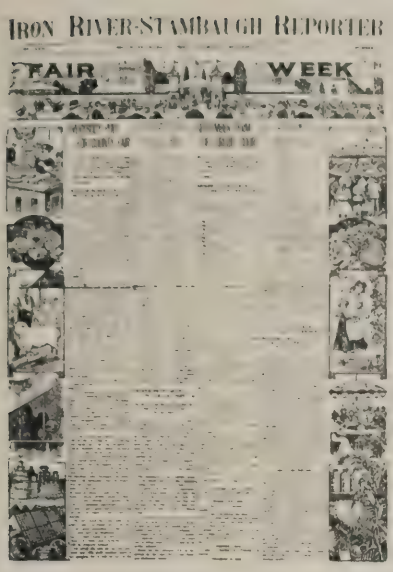
Classified advertising will be accepted under this head at the special rates of one cent a word for the first insertion and each subsequent consecutive insertion without change of copy at one-half cent a word, strictly cash in advance. Sixth, thirteenth and every seventh insertion thereafter gratis. If credit is to be extended, charge will be made at 5c per line.

—Courier Want Ads Pay—

And on the reverse side, where the coin slots appear, is the following wording:

Westcott Will Take the Stump in Own Defence in City Wide Speaking Tour
STUBIG'S WEEKLY
City Raises One Third of Liberty Bond Quota---Auto Club Inn Changes Hands
If Struble Has Proof He Should Start Suit
Will She Drop?
WANKEY & HERZOG ORDERED TO SOUTH
WILL TAKE STUMP IN OWN DEFENCE
BUSER & KESSLER GET AUTO CLUB INN
FREAK GOURD GREW IN LEHGER'S YARD
COLORED MEN TO ANSWER THE CALL
MILK PROBE HERE HAS NO RESULTS
TWO KILLED IN AUTO ACCIDENT

*EXHIBIT No. 14*


IRON RIVER-STAMBAUGH REPORTER

FAIR WEEK

*EXHIBIT No. 15*

THE MINDEN COURIER
"The Paper with the Circulation."
Minden, Nebraska

This is to advise that we have a memorandum charge against you for the publication of a want ad in the COURIER. It is a small account, but we urge that you simplify our work by giving it your immediate attention.

Respectfully yours,
LEE A. RICHMOND.

Insert coin or coins in slots below. If paper money wrap about card.

Gentlemen:—

Find enclosed $..... to balance my want ad account at your office.

Respectfully yours,

Signed .....

Address .....

The matter contained upon this reverse side of the two last cards in the series is similar, the only difference being a change in the notice on the left half of the cards. These changes are shown below in the same order as it is presumed they are mailed out. The first reads:

You have evidently overlooked the little want ad account we hold against you, so we are dropping you this reminder of your neglect in order that it may not be necessary to book the account.

Just slip the coin in the slot and mail.

Respectfully yours,
LEE A. RICHMOND.

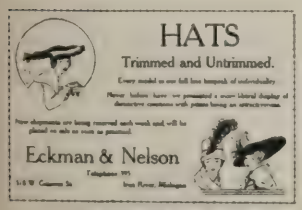

HATS
Trimmed and Untrimmed.
Eckman & Nelson

*EXHIBIT No. 16*

Storm Sash
Lessen Coal Bills
Dorschel, Kroehnke Lumber Co.

*EXHIBIT No. 19*

Attractive Styles in
*Serge Dresses*
*Silk and Satin Dresses*
THE WOMAN'S SHOP
*Mrs. L. M. Pryne*

*EXHIBIT No. 17*

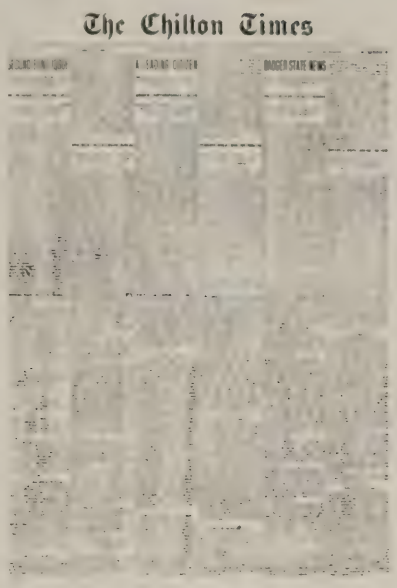

The Chilton Times

*EXHIBIT No. 18*

And the last:

You have forgotten your little account with us, so we take the liberty of reminding you again to allow us to destroy the memorandum charge we hold against you by enclosing in this card the amount due and mailing us at once—PLEASE.

Very truly yours,
LEE A. RICHMOND.

Mr. Richmond's paper is today, in point of contents, makeup and all mechanical features, a strictly ideal home weekly, and it enjoys the good will of this journal, and particularly of this department, in all its plans for progress and improvement. Exhibit 2 is a typical Courier front page, Exhibit 3 is one of the ideal inner pages, and Exhibits 4, 5, 6, 7, 8 and 9 are some of its up-to-date, business-getting advertisements, which, especially such an example as that of the Minden State Bank, disclose the completeness and modernness of the Courier's type equipment.

✧ ✧

The receipt of a number of copies of Levang's Weekly, of Lanesboro, Minn., "the Fillmore County Newspaper," is one of the pleasures of this month. In many respects this is a delightful sheet. First among these is the exquisitely clean and modern front page, and not among the least are the delectable array of contents and the excellent print. Ole M. Levang is editor and proprietor of this crisp home weekly, and he deserves my heartiest congratulations upon the timeliness and sprightliness of his editorial department. The news-service offered by this sheet is praiseworthy and the style in which the various news stories are presented is creditable. While the advertisements lack something of the "artistic touch," they are nevertheless neat and serviceable, and every

New Fall Dresses
Come to Our
Fall Opening
Fall Gloves
Knauf & Tesch Co
THE STORE OF QUALITY

*EXHIBIT No. 20*

*EXHIBIT No. 21*

one of 'em so delightfully well printed, that, what they may lack in the line of art is forgettable. However, there are a couple of tiny hints which I am going to drop, hoping that Brother Levang will adopt them in the practical improvement of his Weekly: A very clear idea of what these hints are can be gathered from a study of Exhibits 2 and 3, namely, reproductions of the first, and one of the inner, pages of The Minden Courier, the review of which immediately precedes this criticism. Exhibit 2 illustrates head styles which I wish Brother Levang would adopt for his paper, which, while delightful as it is, would, with the strengthened headlines, be immensely brighter and better. Now the other hint pertains to mechanical makeup—to the arrangement of advertisements—as perfectly illustrated in Exhibit 3. A close study of this reproduction (Exhibit 3) will preclude the necessity of my going into detail about this system. It is simple and easy, gives a delightful appearance, and puts the maximum number of ads next to pure reading matter, while all column tops are reserved for the reader, to whom every newspaper-maker should extend first consideration. (Exhibit 10.)

✧ ✧

I'm surely in luck again this year—this very month—in having received again my copy of the Bloomsburg, Pa., Morning Press' annual Columbia county fair and agricultural edition. This is the fifth edition of this kind which the Press makers have gotten out, and for several years past this department of the National Printer-Journalist has been favored with its annual sample.

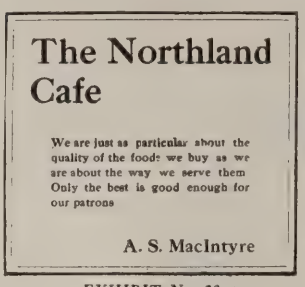

The Northland Cafe
We are just as particular about the quality of the foods we buy as we are about the way we serve them Only the best is good enough for our patrons
A. S. MacIntyre

*EXHIBIT No. 23*

*EXHIBIT No. 24*

The present edition consists of ten quarto sections, and, as a whole, represents a most commendable effort, altho, according to my memory, it is not quite so elaborate, nor so artistic, as some of the past productions of a like nature. Still, had I not seen the former, I must have been delighted with the present, for there is naught to complain of in this mammoth edition, but, on the contrary, much to admire and praise. In Exhibit 11, I take pleasure in reproducing the attractive initial page of the first section. The illustration hereon is doubtless poetic, nevertheless in it the artist has portrayed more of truth than poetry, for truly the American farmer is rapidly becoming recognized as monarch of all monarchs. Exhibits 12 and 13 are quarter-page advertisements, selected almost at random, which show the lines of simple beauty along which the displayed portions of this edition were fashioned. The array of features, pertaining to the fair and relative subjects, which this big edition contained, together with current news features, and an elaborate display of halftones, would consume a lot of space to describe and properly praise. Let my general congratulation suffice. Needless to add that the editorial work on all this matter is high grade, just as every detail of this paper's creation is high grade, as revealed in the correct make-up, the fine typography and the excellent presswork. In short, this fifth annual fair edition of the Bloomsburg Morning Press is a thing which its makers may well feel proud of, and, judging from the abundance of advertising matter accorded, it must have been a profitable effort, too, more's the glory.

✧ ✧

Stubig's Weekly, the first page of which is shown as Exhibit 14, is published at Sandusky, Ohio, by Carl H. Stubig. It seems to be a wide-awake sheet and deeply engrossed in politics—city politics. The make-up of this

THE OPHEIM OBSERVER
TWO HUNDRED MORE CALLED FROM COUNTY
CUSTOMS OFFICER BERT CHENEVERT TO LOCATE HERE BUYS RAX CAFE
OPHEIM IS TO HAVE A NEW LAUNDRY SOON
AUTHORS IS NOW POPULAR PASTIME
GOOD FILMS ON AT LOCAL HOUSE
Two Dollar Wheat Minimum Absurd Amused Grain Growers

*EXHIBIT No. 22*

BOSTON STORE
Handsome New FALL DRESSES
MODERATELY PRICED
Dresses at $16.75
Dresses at $25.00
$16.75
$25
Women's and Misses' Coats at $15.85
$15.85
The New Fall SILKS and DRESS GOODS
At Prices That Invite You to Buy Here
Buy Your COTTON and WOOL BATTINGS Now While Prices Are Comparatively Low. They Will Be Much Higher Later On.
The Latest in Neckwear, Boudoir Caps, etc.
Notice These Grocery Combinations

*EXHIBIT No. 25*

first page, as is evident, is somewhat one-sided, but given careful attention in detail. Mechanical make-up of other pages is hardly ideal. I commend the care shown in the writing and composition of the headings and the editorial work generally is of a creditable type. The ad work, in the main, is only fair, altho the Mrs. S. Wiener specimen is a first-class job. While the Weekly is wholly legible, yet there is something—an offset from pressing combined with the fussy ornaments between paragraphs, the frequent use of blackface ,and uneven ink distribution—which gives this paper a rather "mussy" appearance. In spite of the preponderant amount of political argument and advertisement, the Weekly offers quite a creditable local news-service, and presents everything in good style.

✧ ✧

Exhibit 15 is a reproduction of the front page of that remarkable Michigan paper, the Iron-River-Stambaugh Reporter, which shows clearly how cleverly "fair week" was featured. I have no hesitancy in saying that this is one of the most noteworthy sheets that occasionally visit my desk. For instance, this edition consists of two eight-page home-printed sections—and it is nothing in the nature of a special. I take it, that the Reporter is regularly of about such size, and each page (except, of course, the first) is well supplied with displayed advertisements of more or less liberal size. And the Reporter's every mechanical feature is up to high standards—make-up, composition and presswork. No less—doubtless somewhat more—praiseworthy is this sheet's excellence from a news and literary standpoint. The reading matter offered is of the best character and of vast scope, the editorial work on which being invariably high grade. These two tasty advertisements (Exhibits 16 and 17) demonstrate conclusively that the ad compositor has taste, but give only a faint hint of the completeness of this shop's typographical equipment. No country paper of my acquaintance has neater and more uniform head styles and the care by which they are written to conform to the "office style" is gratifying to one who appreciates such details. Subscribers of such a sheet ought to feel proud of it, and its makers have a right to much self-congratulation. I surely wish there were more such prosperous and progressive newspapers in America.

✧ ✧

Altho of a smaller scale, the Chilton, Wis., Times (Exhibit 18) in every respect is fully as commendable as the Michigan paper last reviewed above. Of course, I have shown this excellent sheet's front page in these columns several times in the past, but it is of that classic sort that will bear repetition. A careful study of this page ought to do any printer's education good. Other pages of the Times are made up usually as well (and as correctly) as this first one, and every displayed advertisement is set with the utmost care. J. N. Huntz is the skilled man in charge of the mechanical department of the Times and it is to him whom I must extend thanks for my occasional privilege of viewing its delightful pages. Exhibits 19 and 20 are two of his attractive advertisements, and in Exhibit 21 we have an example of economy, as showing how a complete change of ad was effected without altering the empanelled effect.

✧ ✧

Exhibit 22 will illustrate to what commendable ends Brother Robert E. Tait of the Opheim, Mont., Observer will resort in order to make the first page of his sheet delightfully newsy and artistic in aspect, and in Exhibit 23 we have an exemplification of simplicity, in type, design and treatment.

In commemoration of its sixty-first anniversary and to boost its home city, on October 3 last the Stillwater, Minn., Messenger came out with some "extras" in evidence, the most noticeable feature of which was the printing of the two outside pages in brown, the better to show off three pretty halftones which graced the bottom of the first page. The Messenger is all-home-printed and very liberally patronized by Stillwater business concerns. It is a pleasure, too, to observe that the Messenger's pages are made up correctly, the advertisements being arranged in the right half of the pages, the form being a triangular gradation, just as constantly preached by this department. Perhaps none of these advertisements are remarkable for their artistic beauty, but all are bright, readable and serviceable. A sort of "autobiography" of the Messenger occupies the editorial columns, and briefly reviews the sheet's career from its birth in 1856 to the present day. F. M. Welch is the present publisher, and, while his literary style is a trifle rough-edged, as it were, he is doubtless a man of ideas and of energy to carry some of them out. Withal, he seems to be giving Stillwater a wide-awake, loyal little paper—one that I am not surprised the business men feel well worthy their liberal support.

✧ ✧

I really have no space to waste this month, and certainly no need of further illustrations, but I cannot forego showing these two excellent advertisements from the La Crosse Tribune and Leader-Press, whose ad man is, without question, one of the cleverest artists in the game today. (Exhibits 24 and 25). Possibly Barron's ad-writer is responsible for the intricate degree of art in evidence in Exhibit 24, and the same may also be true of the other specimen's beauty, nevertheless, if so, these gentleman can thank their stars that the Tribune office affords men capable of carrying out their ideas in so delightful and perfect a manner.

✧ ✧ ✧

## ADS FOR CHURCHES

### Protestant Church Congress Advocates Religious Publicity in Newspapers

The need of churches to advertise in the public press was presented to the Protestant Church Congress held in Pittsburgh, Pa., recently. The congress was called to discuss outstanding problems and social work in the United States.

The report of the subcommission on religious publicity was read by Charles Stelzle of New York. In part it said:

Religious publicity is a science. It is founded upon the same laws which apply to ordinary advertising. There is no hocus pocus method, whereby the church may be brought to the favorable attention of the people. The same painstaking efforts are required in religious publicity that are demanded in commercial advertising. It is because the church has been unwilling to observe these fundamental principles that it has often failed.

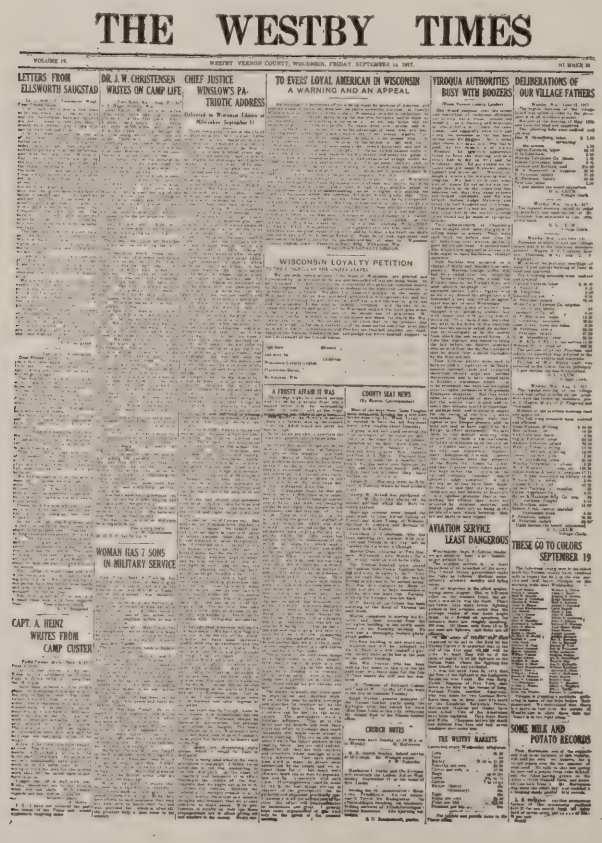
The newspaper reaches more people than can be reached in any other way with the expenditure of the same amount of money.

Among Lutheran churches the week of October 28th to November 4th was known as Publicity Week. This week marked the culmination of the Lutheran quadricentennial.

The churches were urged by the Lutheran publicity bureau to run display advertisements in the public press during the week. Also there was a liberal display of window posters and street car cards.

## A GREAT SMALL-TOWN NEWSPAPER

Practically everybody who knows anything about Wisconsin newspapers has at least heard of the Vernon County Censor—Col. Munson's paper, published at Viroqua—but it is doubtful if the same is true of the sheet with which this paragraph has to deal, namely, the Westby, Wis., Times, published by J. T. Hage. This difference is doubtless due principally to the fact that the publisher of the last mentioned paper is not a noted politician, nor an ex-State Senator, nor a near ex-Governor, nor clerk of the state senate. Otherwise his Times might be as well advertised as Col. Munson's Censor. I mention these two Vernon county periodicals thus in the same breath, as it were, because they are near neighbors—very near neighbors. Westby is a thriving village within a few miles of Viroqua, the county seat, but the paper that emanates from the village is as great as that which emanates from the city—in fact, I'm inclined to judge the village sheet the better, in some respects, and especially so when one takes into account the advantages of the city paper, which are natural to a county seat location. The front page of the Times is reproduced herewith as Exhibit 26. This is a fine, chaste, interesting array of reading matter, and all of the stories are written with the care born of interest and inspiration; but typographically it might be greatly improved. It would be more technically correct to say that mechanically this page could be greatly improved, for, in truth, typographically I have no complaint to file. In writing the headlines greater care should be exercised to get the two lines in each individual "stair-step" couplet of equal length, or as nearly equal in length as practicable, and all these lines in the various heads should also be somewhere near the same length. And there shouldn't be now and then a head of three lines and the rest of only two.



THE WESTBY TIMES

WESTBY, VERNON COUNTY, WISCONSIN, FRIDAY, SEPTEMBER 14, 1917

LETTERS FROM ELLSWORTH SAUGSTAD

DR. J. W. CHRISTENSEN WRITES ON CAMP LIFE

CHIEF JUSTICE WINSLOW'S PATRIOTIC ADDRESS

TO EVES' LOYAL AMERICAN IN WISCONSIN
A WARNING AND AN APPEAL

VIROQUA AUTHORITIES BUSY WITH BOOZERS

DELIBERATIONS OF OUR VILLAGE FATHERS

WISCONSIN LOYALTY PETITION

A FROST AFAR IT WAS

COUNTY SEAT NEWS

WOMAN HAS 7 SONS IN MILITARY SERVICE

AVIATION SERVICE LEAST DANGEROUS

THESE GO TO COLORS SEPTEMBER 19

CAPT. A. HEINZ WRITES FROM CAMP CUSTER

CHURCH NOTES

THE WESTBY MARKETS

SOME MILK AND POTATO RECORDS

*EXHIBIT No. 26*

The proper thing for an editor to do is to make up a head style sheet and adhere to this in every issue. Then in making up the paper the makeup should endeavor to balance the page. Each head and each story should be treated as a mass—the heads dark gray, the stories a lighter gray—and wherever a dark gray mass is inserted in the extreme left hand column a similar mass should be likewise inserted in the same position in the extreme right hand column. The same scheme should be followed in filling other columns. This gives the typographical effect called "balance." The beauty of a page is also enhanced by having a modest variety of heads and in bordering certain little stories, empaneling certain heads, etc., all of which made up in "balance," render the page more symmetrical, hence more beautiful, attractive and readable. Brother Hage has most of his contemporaries beaten when it comes to his editorial page, not only in point of subject and literary style, but also in strength of conviction and courage. All material which enters into the making of the Times is new and modern, the result of which is a fine print and good serviceable ads. In conclusion let me add that there are few home weeklies rendering their city and county a more complete and valuable service, and it is gratifying to notice, too, that the Westby business men manifest their appreciation of that excellent service thru a liberal advertising and supscription support.

## RESOLUTIONS ADOPTED BY THE FRANKLIN TYPOTHETAE OF CHICAGO IN RELATION TO THE DEATH OF MR. B. B. HERBERT

WHEREAS, Our co-worker, Benjamin Briggs Herbert, who was affectionately known as "Father Herbert," a member of the old Ben Franklin Club of Chicago, ceased the activities of this life and passed into the Otherland on July 10, 1917, and

WHEREAS, Many years of his life had been unselfishly devoted to the welfare of the great newspaper and printing industry of which he was a part and

WHEREAS, His valuable service to his fellow-workers and the industry was based on deeds and works, rather than words; and while the radiance of his presence will no longer be felt in the activities which were so near his heart, yet the great good he accomplished will long live to perpetuate his memory, and

WHEREAS, His labors and accomplishments thru untiring zeal have spread their beneficient influence and proven an inspiration to all of those who came in contact with him, therefore,

BE IT RESOLVED, That the Franklin-Typothetae of Chicago, in its Annual Meeting October 18, 1917, hereby expresses its profound sense of loss both to itself and to the printing industry at his departure, and extend to his family and all those to whom he was near and dear its most respectful compassion.

## IMPROVEMENT NOTED

National Printer-Journalist, 4610 Ravenswood Ave., Chicago, Ill.

Gentlemen:—Was very glad to note your issue of October and the continued improvement you are putting in the magazine.

Yours truly,
THE HANSEN TYPE FOUNDRY,
H. C. Hansen, General Manager.
Boston, Mass., October 30, 1917.

## FREE TRADE-MARK SEARCH SERVICE

Few realize the vast yearly cost of conflicts in trade-mark rights. These costs involve not merely those of litigation, but often involve the loss of good will that has been built up thru years of advertising and sales work.

That most infringements are unintentional and innocent does not save the men injured from harm and loss, for the fact remains that trade-marks have a tremendous and an increasing asset-value, and this asset-value collapses like a house of cards, when rival claimants establish prior rights.

The National Printer-Journalist sensed this condition and has found the remedy. By an arrangement with an old-established, national institution—Mida's Trade-Mark Bureau of Chicago, the needs of the N. P.-J. family in this direction may be supplied.

The remedy is wonderfully simple because, in its last analysis, the national trade-mark law is itself exceedingly simple, as all it asks is that trade-mark owners conform to certain sensible requirements in their selected names and designs, and, this done, that they register their trade-marks at the United States Patent Office, so as to be readily available for the guidance of others.

But before a valid trade-mark can be registered a SEARCH must be made to determine whether it infringes some similar trade-mark already registered. And in this country a trade-mark, to be immune from attack if registered, must also be free from conflict with trade-marks which have earned common law rights by long use and persistent publicity even if such marks or designs have not been officially registered.

The service which this journal is now ready to render advertisers and paid subscribers is this: Arrangements made with Mida's Trade-Mark Bureau, on a blanket contract, permit an unlimited number of searches and reports on trade-marks sent them thru the magazine—free of charge.

Regular advertisers and paid subscribers are therefore invited to mail this office for forwarding to the Bureau:—

1. Lists or their brand names, noting after each the products on which it is actually used.
2. Specimens of labels, trade-marks or brand names, cartons or their fac-similes now in use.
3. Names or brands or trade-marks contemplated for adoption with indication of the products on which exclusive use is desired.

Mida's Trade-Mark Bureau not only contains up-to-date records of the registrations at Washington, but also extensive private records of unregistered trade-marks that have acquired important common law rights thru adoption and publicity.

This Bureau will make its report direct to you—in confidence. Its aim, and ours, is wholly that of **avoiding litigation** and unfair competition—even the innocent kind that arises from unwitting infringement.

Mida's Trade-Mark Bureau has for its chief activity the business of registering trade-marks at Washington, and it was in order to serve its patrons with reliability that it accumulated its vast aggregate of one million card-index records, covering a number of trades where brands are commercially applicable. This corporation does not operate as a private registration bureau, and, therefore, has no ax to grind in making this contract with us other than its legitimate and proper solicitation of the service of registering at the U. S. Patent Office of such trade-marks as its search shows to be clearly registerable.

Where a trade-mark is filed for registration at Washington, D. C., thru Mida's Trade-Mark Bureau, they give continuous vigilance free of charge. This means that the moment a trade-name comes to their attention thru the channel of their extensive system of records, that infringes with the trade-mark they have registered, they immediately notify the infringing parties as well as their client. This Vigilance Service operates on the time-honored principle of "a stitch in time."

Note clearly, they offer to make any number of searches, free of charge, enabling our readers to check up the trade-marks on their entire line of products.

### Hears School Heads Sing His Patriotic Song by Long Distance Phone

While five hundred instructors at the conference in St. Paul, October 12th, sang a new national anthem, "America, My Country," Jens K. Grondahl, the writer, sat in his office at Red Wing, Minn., and heard the song distinctly over long distance telephone.

Mr. Grondahl is editor of the Red Wing Republican and an honored member of the National Editorial Association.

The song is enjoying an increasing popularity and the presses of the Red Wing Printing Company are turning out copies by the thousand.

### Has Twenty-five Quarter-Century Employes

The Lincoln (Neb.) State Journal has twenty-five men in its organization who have been connected with the paper for a quarter of a century or more. They are, with date of original employment:

C. M. Keefer, December 16, 1872; C. C. Jerome, December 16, 1872; A. C. Helweg, February 5, 1875; C. D. Traphagen, April 20, 1878; L. F. Helweg, September 1, 1878; H. W. Hebbard, May 6, 1879; C. D. Eppens, March 19, 1880; F. L. Dewitt, January 6, 1878; H. G. McVicker, April 10, 1884.

J. R. Bain, June 23, 1885; J. W. Cronley, May 2, 1886; W. O. Jones, July 7, 1886; C. H. Jenkins, February 19, 1887; J. M. Thompson, April 1, 1887; J. C. Seacrest, April 23, 1887.

H. T. Dobbins, October 12, 1888; F. H. Hebbard, July 16, 1889; Fred Weinard, November 20, 1890; W. C. Moyer, December 1, 1890; L. C. Schlegel, May 20, 1891; L. Bush, June 15, 1891; W. B. Richardson, July 19, 1891; A. L. Bixby, August 24, 1892; Fred Mann, October 5, 1892; Foster Seacrest, August 10, 1892.

In its issue of Sunday, October 7, the State Journal printed a group picture of the quarter-centenarians.

Mr. Will Owen Jones, the editor of the State Journal, conducted a department in the National Printer-Journalist for several years.

## "MEETS EVERY REQUIREMENT"

Editor National Printer-Journalist, Chicago, Ill.

I wish to thank you for your excellent editorial and want you to know that we appreciate it.

Your magazine is excellent. It meets every requirement of the publishers.

Yours very truly,

(Signed) T. R. VERNON, Jr., Manager,
Steelton American, Steelton, Pa.

# NEWS NOTES, UNITED TYPOTHETAE OF AMERICA

SECRETARY JOS. A. BORDEN has returned to National Headquarters, after a month spent in the far West and Pacific Coast States. Enthusiastic meetings were held in every city visited. Secretary Borden reports that printers are keen for organization work, realizing that only thru local and National organization activities can they be benefited by coöperative effort. All indications are that the coming year will see the biggest membership increase in the history of the National organization.

* * *

The demand for cost work is daily increasing and the staff of cost accountants of the United Typothetae is taxed to its utmost capacity in attending to the wants of the members as regards the installation of the Standard Cost Finding System and the supervision of accounting practices in various plants. Cost Accountant F. W. Fillmore, who spent several weeks in Canada is now in the South. Some time has been spent in Nashville, Tenn., and Montgomery, Ala., installing or revising cost systems to conform to the Standard. Indications are that several other cities in that section will be visited and the Standard System installed in plants of members. Cost Accountant T. W. Glaughlin is making rapid progress in Tulsa, Oklahoma, where the Standard Cost System is being installed in the plants of all the members of that local organization. Prospects that will take him to several of the other large cities in Oklahoma, are indicated in his reports.

* * *

Field Representative, Harry S. Stuff, has been spending the past few weeks in Denver, assisting the printers to organize their local association on a permanent basis. Representative Stuff reports that the printers all realize the necessity of a strong organization and that while matters are still in a formative stage, it won't be long before Denver will be represented by a local Typothetae.

* * *

Field Representative J. E. Hillenbrand, who is representing the Typothetae on the Pacific Coast, is at present engaged in extending organization work thruout the State of California. While the National Organization has many individual members on the Coast, there are few local Typothetae organizations in that section, but it is to be hoped that thru the service of a field man, many local associations will become affiliated with the National body, for surely best results cannot be obtained unless the efforts are directed along the same standard uniform lines set forth by the National organization.

* * *

The Proceedings of the Thirty-first Annual Convention will be given in the December issue of the Typothetae Bulletin. This is the only medium thru which they will be printed this year, and the members of the United Typothetae of America are urged to preserve their copies for future reference.

* * *

The Standard Estimating Course for printers which is being given wide publicity at this time, has attracted the attention of printers thruout the country, and up to the present 170 enrollments have been received at National Headquarters for this correspondence course. Several local associations are forming classes for group study. In many of these classes as high as 65 students are taking the course. The Committee on Education of the National organization, under whose supervision this educational work is being carried on, will only be able to handle a limited number of students this year. For this reason those contemplating taking the course are urged to enroll immediately. The course is very thoro and covers the fundamentals of estimating and costs. All lessons are examined and passed upon at the United Typothetae of America School of Printing at Indianapolis, and a certificate issued to those proficient in the course.

* * *

Resolutions of appreciation of service rendered were presented to Mr. Fred L. Smith, of Minneapolis, upon his voluntary retirement from the Executive Committee of the United Typothetae of America. Mr. Smith has ably served the National organization many years.

* * *

The November issue of the Typothetae Bulletin contains several articles of importance to the printing craft. A digest of the War Tax Law affecting the printing industry is given. A ruling as to the proper clause to be placed on invoices under the Federal Child Labor Act and other items of a legal aspect are presented. This information is so valuable that every printer should have it. Of course, non-members of the organization can only obtain it by writing the National office for a copy of that issue.

# REVIEW OF JOB PRINTING

*Address all Communications to Alfred H. Gardner, 4610 Ravenswood Ave., Chicago, Ill.*

LAST month we spoke of grouping the small type matter, with which so many firms insist on decorating their stationery, at the right side of the sheet. This month we are showing five specimens of this kind of work, Figures 9 to 13, inclusive. These examples probably average as good as one can expect with the amount of composition. We cannot approve of the idea some people have of making their letterhead a combination directory and price list. Printers should discourage the idea whenever possible. It will be noticed in examining these specimens that their artistic beauty decreases in about the same ratio as the amount of text matter increases, a fault which it is practically impossible for the printer to remedy.

Figures 9 and 10 are by the Eau Claire Book & Stationery Co. of Eau Claire, Wis. Fig. 10 is printed in black; the end panels on Fig. 8 are in red, the center in black; both jobs on a good quality of bond stock.

Figures 11, 12 and 13 are furnished by the Sterling Printing Co., Fremont, Ohio. Mr. Babione in writing to us about his work says:

Commercial forms should have treatment that sets them apart from the commonplace, and we endeavor to do this. Sometimes it happens that a concern has a list of officers or some other matter to appear on stationery. We have frequently run this matter to the right of the sheet in place of the customary left-hand side. This point is carried out in The Fremont News letterhead, but to a greater degree in the Oak Cutlery Co. This latter head is somewhat flashy, but we believe the purpose for which it is intended offsets the flashiness. This, however, is getting away from the point I wish to make in setting names to the right side of the sheet, which is this: Matter set to the right gives opportunity for one to put in date, name of people to whom you are writing and the salutation without sacrificing considerable space. We believe that when letter is written it has distinction.

No doubt Mr. Babione's conclusions are good, but this does not alter the case with regard to the abuse of the letterhead. The examples we have shown are mild ones. On several samples which we have, nearly one-half the sheet is occupied by six-point type. They look more like circulars with an extra margin at the bottom, and quite often most of the information they convey is of no interest or importance to a majority of the people receiving them. Endeavor to get your customers to use a reasonable amount of matter for their stationery.

✧ ✧

From the Eau Claire Book & Stationery Co., Eau Claire, Wis., we have received a package of specimens which make a very good showing. Our Fig. 1 shows the cover of their house organ, "The Prolocutor." This is a sixteen-page and cover booklet 3¾ x 7⅜ inches; the cover printed in gold and blue on coated stock, the body in black, also on coated paper. The presswork on this job as on all of their work is good, but I can hardly approve of using so many series of type for the body matter. It would have looked better had it been set in one or at most two series. The specimens of blank work, stock certificates and bonds are excellent, both as to composition and presswork.

The Conradson catalogue is good, and carries out the idea of using one series of type very well. It could, however, be improved some by changing the margins and spacing. For instance, the trade-mark on page one should move up and to the left about two picas. The title page would look better if the first line were set in one size larger type or in caps and small caps of the same size. Then raise up the remainder of the page by taking out six points between lines one and two, two points between lines two and three, two points between lines three and four, eight points between lines four and five, and two points between line five and the ornament; raising the balance of the page up twenty points. Illustrations in a book of this kind, where the cuts are so near alike, should stand upon the same level, especially on pages facing each other. This would necessitate raising several halftones considerably. The corner panel should remain in its present position. Captions beneath the cuts should line across from page to page where possible, even tho some pages run light at the bottom.

This Department solicits samples of printing, either book, job or catalog, for review; also any other information you think would interest your fellow craftsmen. Address all communications as above.

A PROLOCUTOR
THE ROYCROFT SHOPS
WHICH ARE IN EAST AURORA, NEW YORK
J. JAY FULLER
Thanksgiving 1917
Proxy
PHONE 3057 WALNUT
SPENCER-WILLIAMSON PRINTING CO.
High Grade Commercial Printers
Presented by R. C. Williamson
216-217 DAVIDSON BLDG. Eighth and Walnut, 2d Floor
Dedication Souvenir
FIRST METHODIST EPISCOPAL CHURCH
RAVENNA, OHIO
BUSINESS PRINTING

The November number of "The Acorn," the house organ of the Chicago Paper Co., is on our desk and contains much of interest to printers. The cover is a good Thanksgiving design in three colors, which we are showing in Fig. 4. The following article entitled, "The New Thanksgiving," by Robert C. Fay, is very appropriate at this time:

"For these things make us thankful." As these words of Thanksgiving ascend to Heaven the last Thursday of the month from millions of American homes, there will come a pause—a readjustment of our sense of appreciation of the true meaning of Thanksgiving.

It is going to be harder to be thankful this year than ever before—to see that vacant chair shrouded in a vision of fire, suffering and maybe death—can we give our all and still give thanks? All around us are evidences of material sacrifices. Are we enriched by impoverishing our storehouses?

Let us give thanks that we live and have a life to give to so great and worthy a cause.

Let us give thanks for the years of prosperity that have gone before to make us better fitted to give generously to perpetuate liberty among all people, now that the call has come.

Let us not forget the new ideals which are going to glorify self-sacrifice and develop a greater nation—a nation purified in the blood of her sons, baptized with the fire of a million homes burned to appease the war god of Europe—a nation, which, thank God, is going to rise above itself, above petty ambitions of the individual, until all men will lay down their lives and their fortunes, only to find them again enriched a hundredfold.

"For these things make us thankful."

✧ ✧

The Spencer-Williamson Printing Company, Des Moines, Iowa, furnishes a small lot of specimens. We are showing a reproduction of their business card in Fig. 5. This is printed on gray stock with gray border, text in black and red.

✧ ✧

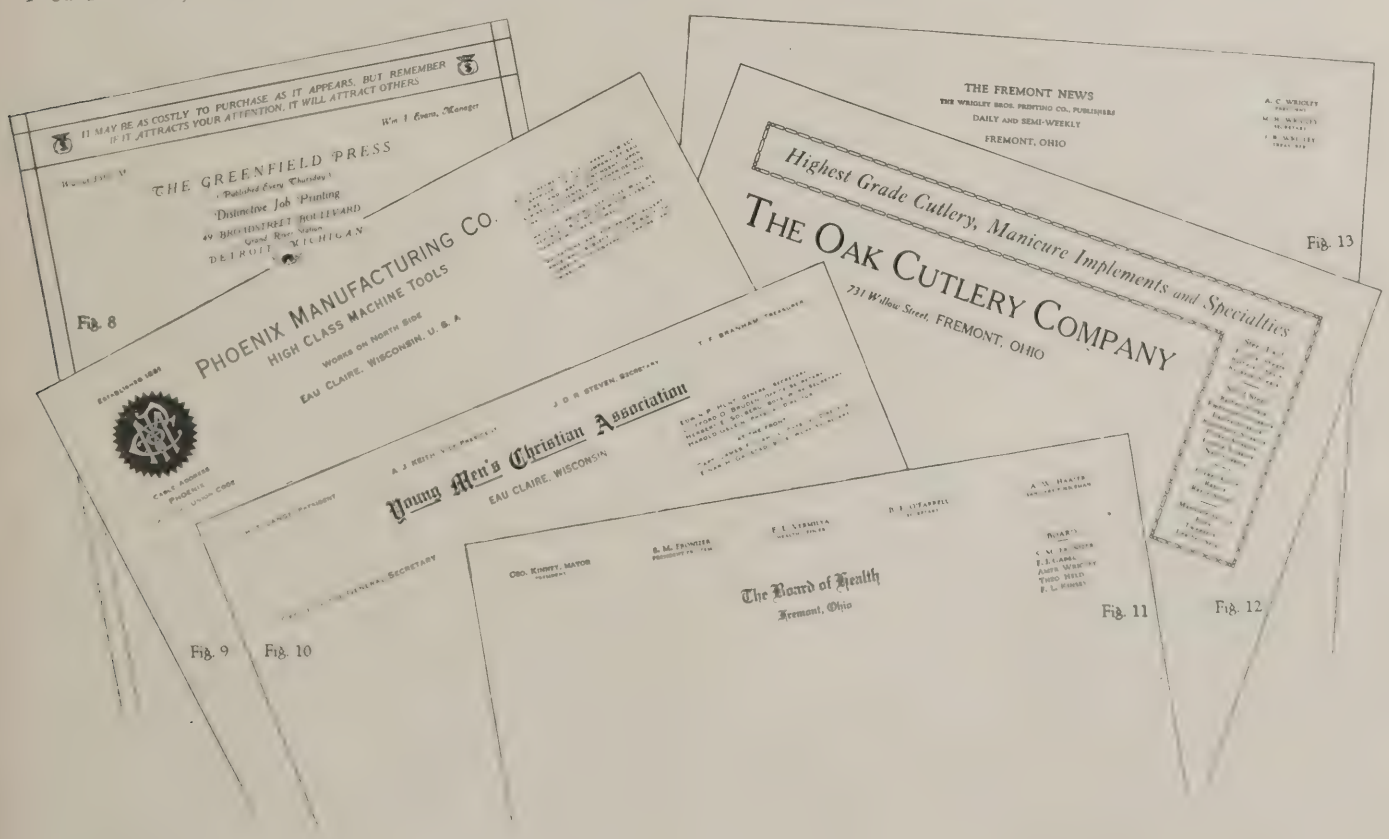
"Proxy," the house organ of the A. W. McCloy Co., Pittsburgh, Pa., reaches us every now and then. Our illustration, No. 3, shows the cover of a recent issue. This was printed in three colors on rough, deckel-edge stock, size 4 x 5, and is a very attractive piece of work.

✧ ✧

P. E. Krieble of the Ravenna Republican, Ravenna, Ohio, contributes the dedication souvenir illustrated in Fig. 6. Mr. Krieble says:

The church people have spent so much on their building that when they got to the printer they were economizing, asking me to get up something without the expense of going to the engraver. The sample I mail you is an example of economy, being made entirely from type and rule.

This cover was printed in gray, red, gold and embossed, on light gray stock, and makes a very creditable appearance, possibly as good as you would get from an engraver, unless you spent considerable time and money in having a design made. Designers are human, just like the rest of us and possess the same weakness as most printers in not being able to make all their work either appropriate or artistic. For this reason I am a firm believer in good typography. It is just as artistic and more expressive than most cheap designs and can be altered if necessary at a fraction of the cost of altering an artist's design. For this reason I think we


IT MAY BE AS COSTLY TO PURCHASE AS IT APPEARS, BUT REMEMBER IF IT ATTRACTS YOUR ATTENTION, IT WILL ATTRACT OTHERS
THE GREENFIELD PRESS
Distinctive Job Printing
Fig. 8
PHOENIX MANUFACTURING CO.
HIGH CLASS MACHINE TOOLS
EAU CLAIRE, WISCONSIN, U. S. A.
Young Men's Christian Association
EAU CLAIRE, WISCONSIN
Fig. 9
Fig. 10
THE FREMONT NEWS
DAILY AND SEMI-WEEKLY
FREMONT, OHIO
Fig. 13
Highest Grade Cutlery, Manicure Implements and Specialties
THE OAK CUTLERY COMPANY
731 Willow Street, FREMONT, OHIO
The Board of Health
Fremont, Ohio
Fig. 11
Fig. 12

should discourage customers from having special designs made for certain classes of work unless they are willing and able to pay for something really worth while.

✧ ✧

This month we are showing some more Roycroft work, done by Axel Edw. Sahlin of East Aurora, N. Y. Fig. 2 is from a business card done in brown and blue tint. Fig. 7 is a reduction from the cover of one of their house booklets printed in four colors. Like most Roycroft work, these samples speak for themselves. They were selected from the specimens contained in Sahlin's Typography. The last page of their booklet, "Business Printing," contains the following which is good:

**Make Our Printing Sell Your Product**

You can depend upon it that Roycroft Printing, whether a business card or a huge catalog, is built to carry selling talk right to the man that you want to reach. And the copy, if we suggest it, prepare it or edit it, will be "pulling" copy.

This is not just print-shop talk. Roycroft leather, furniture, copper, magazines and printing are sold in amazing quantities all over the universe by mail—right here from East Aurora.

We sell governors and diplomats just as easily—and sometimes more easily than we sell Jones the grocer, a couple of blocks from here.

A Roycroft direct-by-mail campaign recently brought 75% inquiries—a pacemaker for any direct-mail publicity.

Roycrofters can make your product sell. You are costing yourself good money if you do not get us on the job for you. Call the stenographer and put the printing problem up to us now.

✧ ✧

Fig. 8 in our illustrations this month is a reproduction from a note head by the Greenfield Press of Detroit, Mich. This is printed in three colors, the rule and ornaments in blue tint and the text in red and dark blue gray on white Strathmore stock, and makes a very attractive head, considering the amount of matter which it contains.

✧ ✧

Many printers find it necessary to waste a considerable amount of time trying to get customers to purchase a respectable quality letterhead. The Strathmore Paper Co., Mittineague, Mass., recently sent out a folder on Strathmore Parchment which contained some information that will help you out of this difficulty, and is so to the point that we reprint the gist of it here:

The letter that doesn't do the work it is intended to do, is a dud. There's something wrong with it inside. It may be the copy, and it may be the paper. More often than not the copy is right but doesn't get a chance to do its work. The copy talks quality, but the paper shouts cheapness.

A slice off the quality of paper results in a tremendous increase in the cost per sale.

The real test of a letter isn't the cost of the letter, but the cost of producing results. Letters at a dollar apiece would be cheap if they sold the goods, and letters at one-tenth the price are extravagant waste when they're duds.

"Duds" cost nearly as much as the real thing. Letters—any letters—cost surprisingly much when you stop to figure. And the most surprising thing of all is the negligible difference in real cost between a letter printed on the finest paper and the worst.

Here is the whole thing figured out for you conservatively. Check our figures against your own, and you are likely to find that your letters cost you fifteen cents each instead of the twelve cents and a fraction in our chart.

| | Cheap Bond | Strathmore Parchment |
|---|---|---|
| Stenographic Service..... Assuming that your stenographer averages fifty letters a day and is paid $12.50 a week. | .043 | .043 |
| Stenographic Overhead .. Light, heat, space, machinery, ribbons, files, etc. | .043 | .043 |
| Postage ..... It costs just as much to deliver a cheap letter as an impressive one. | .03 | .03 |
| Making Stationery..... Actual cost of producing 100,000 letterheads and envelopes, exclusive of paper. | .0048 | .0048 |
| Paper Cost ..... (Based on present market prices.) | .0036 | .0080 |
| Total Letter Cost ..... | .1244 | .1288 |

There it is. These are the facts—all black on white. We take it for granted you don't want to mail duds at $.12.44 when you can mail Parchment letters at $.12.88.

✧ ✧

Miss Salome has had another beau, according to the Times Job Shop of Cherokee, Iowa. Surely, the lady has been moving along some since she began making history. This is the way they tell it in one of their mailing folders:

Sadie Salome had a hair-lip, three layers of chin and a mole on her nose. The old girl answered a matrimonial advertisement and sent a portrait with the hair-lip removed, the excess chin reduced and the mole eliminated—but she missed and is still a "Miss."

She had submitted samples of goods which she could not deliver.

In the printing business the same as in other lines of business, extravagant claims and "shouting from the house-tops" does not create a favorable nor a lasting impression. The only thing in any line that will "bring home the bacon" is the ability to deliver the goods.

We have proven to numerous Cherokee business men our ability to deliver the goods and suggest that a trial order on your part will enable us to make the same proof to you. It is our sincere aim to give you the best printing and the best service possible. May we put your nam on our list of satisfied customers?

# THE CORRELATION OF PRINTING IN EDUCATIONAL ENDEAVOR

*By Mr. John A. Webster, Cleveland, Ohio*

[Mr. John A. Webster, instructor of printing, East Technical High School, Cleveland, Ohio, whose contribution, "The Correlation of Printing in Educational Endeavor," is published herewith, has been in charge of the department of printing since the organization of the school in 1908. A college graduate, he had taught academic subjects in public schools, and previous to entering this institution had successfully edited and published the Dowagiac (Mich.) Weekly Herald, and the Wyandotte (Mich.) Daily Record. His practical knowledge of the printing industry has contributed much to the success of this department, and his contributions to the leading educational and printing journals on the subject of printing has done much to awaken an increased interest in educational endeavor throughout the country. The work of the students in this vocational subject at East Tech compares most favorably with any like institution in the country.—Ed.]

THRUOUT the ages men divided the world up into the doers and the thinkers. The thinkers did little work and the workers did little thinking, with the result that both labor and thinking were very badly performed.

We are now just realizing for the first time in the history of humanity that in order to do good thinking a man must work with his hands and heart as well as his head. The thinkers, the people who are doing things, the men and women who go forth to their labors until the evening, are the workers who are contributing most to the welfare of the world.

The boy or girl, who is going to do good work, must be a good thinker. And the future citizen who is going to do good thinking must be a worker.

The education de luxe that tends toward ease and honors is fast disappearing and in its place is the education of brawn and brains that leads to activity, helpfulness and uplift, and adds something to the sum total of the needs of the community in which he lives.

The boy and girl, the home, the school, the community, the state and Nation are being bettered by this awakening to the needs in which we live. And many of the social, economic and educational problems are being solved and the purely intellectual storehouse in our educational system is at the same time being enriched thereby.

The vocational school movement that included printing found one of its first and foremost friends in the East Technical High School of Cleveland, Ohio. Since its organization more than eight years ago, the aim of this department has not been to teach printing in the sense of turning out compositors and press-feeders, or any of the so-called trades that are purely mechanical, but rather to teach the boy to become more proficient in any line of useful endeavor related to the subject to which his natural inclination turned.

In the introduction of the school publication, first a monthly, later a weekly, in which the English and art departments, supplemented by almost every activity in the school, correlated with the department of printing, it was found that a much greater number of useful avenues of training were opened up to the student.

Every human being likes to be a creator; hence the success of vocational schools, where the student can see the child of his brain and hand in tangible shape. Now something of the same appeal can be made in the study of English where a school paper is published and printed by the students. Every child is creative, more so than most of us acknowledge. It is surprising how proud even the poorest pupil in the short story class is of the result of his effort. Invariably he wants his story returned. He is not satisfied merely to learn his trade; it is the story he wants. Accordingly, the pupil is taught, to some degree, to recognize and use the tools of the artist, not with the idea that he will himself become an author, but with the idea that only in this way can the desire to create be stimulated and encouraged. As a final incentive to do good, careful, original work, the teacher holds before the pupil's eyes the possibility that his work may be good enough for publication in the school paper. Here, indeed, is a tangible expression of the writer's ability! And happy is the boy or girl whose work is accepted; he becomes the envy of his classmates, and an object of emulation.

Judging by the number of contributions submitted, there is no doubt that 50% of the pupils have literary aspirations—hope to get something in the school magazine. It is equally certain that this desire has an appreciable effect on the pupil's class work.

So much for the effect of the school paper on the work as a whole. Most of the good to be derived from publishing a school paper goes, of course, to those directly concerned with issuing it. Beginning with the second year, promising pupils are singled out for special attention and are urged to submit stories and articles on school activities, etc. If they prove to have ability in large measure, if they prove to be something more than a flash in the pan, they are given places on the editorial board. In so far as it is possible, the pupil is given the kind of work for which he has shown special adaptation. Thus, a boy with a vocabulary decidedly larger than that of the ordinary editor, and the facility of saying the incongruous, is naturally made jokes' editor.

Lettering and Design Illustrating School Activities in Athletics, by Pupils in Printing.

It is almost needless to say that work on the board is of fully as much value to the pupil as all his class work in English. The editor of a department must read contributions and decides whether they are to be accepted or rejected—thus learning what is worth while, and what isn't; if a contribution is accepted he must revise and correct it, learning innumerably more about proportions, coherence and unity than he would, or could, in class; finally, he must, occasionally, when contributions are not forthcoming in sufficient numbers, set himself down and write his own "copy." The practice in editing demonstrates its worth. The copy shows a finish, a smoothness and force almost never seen in class-room composition.

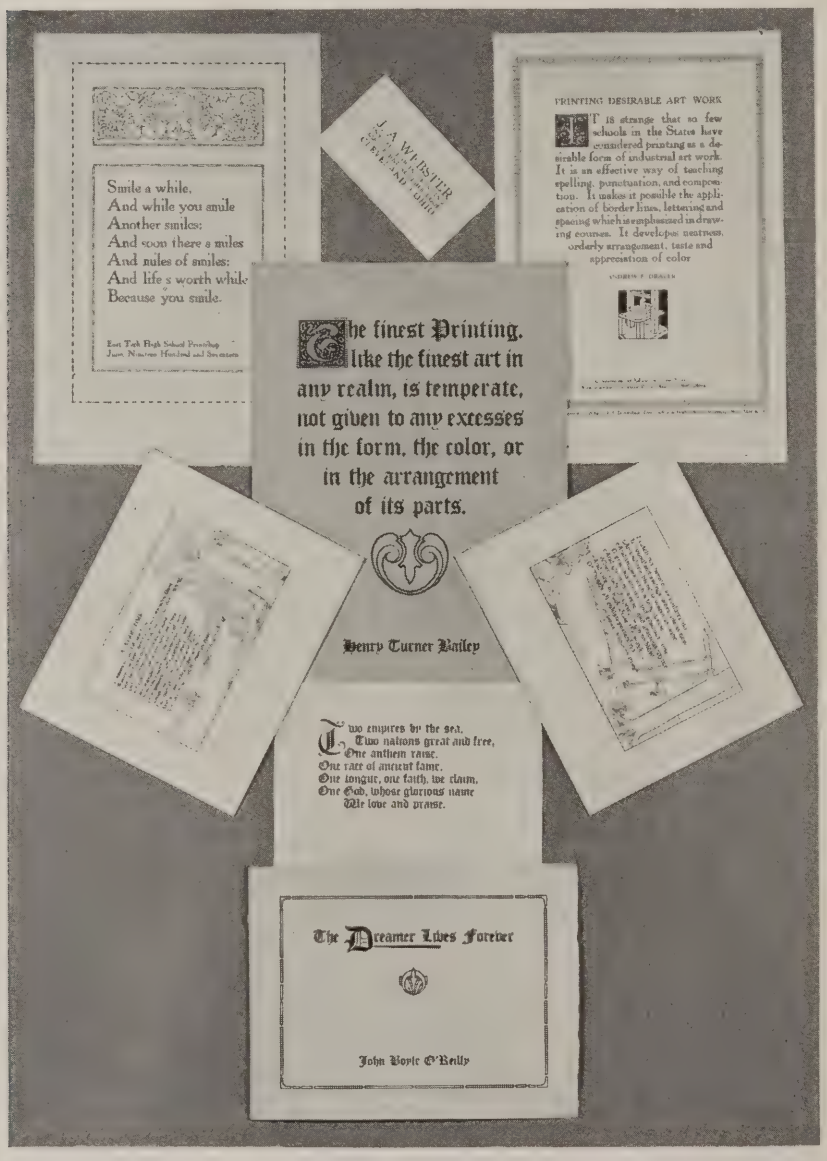
Many of the staff of the school paper take print-shop work, not with any idea especially of becoming printers, but solely with the purpose of familiarizing themselves with the art of ad-setting, writing and setting up headings, proofreading, proper selection of type, make-up, etc. The work in typesetting does very much towards crystallizing the pupils' spelling, division of words, paragraphing, ideas of punctuation, the bugbear of so many, even those who are supposed to have gone beyond the high school stage.

The practical value of the advent of the school paper is demonstrated by the fact that several of the editors of East Tech.'s publication have gone higher up in the same line of work. Some become editors of college papers; some reportorial writers for the big dailies and one at least had a number of short stories accepted by a metropolitan magazine.

In the department of printing a number of boys who specialized in print-shop practice are now profitably engaged in the different branches of the profession.

A number are working as compositors, several are part owners of printing plants employing half a dozen or more printers.

Among those who combined hand lettering and design in connection with printing, and others who specialized in art in poster design, illustrations, cartooning, etc., are a number who have positions requiring much skill, and are receiving remuneration considerably in advance of the average wage-earner. One young man who had lettering and design in the print-shop, conducts a successful studio business that has customers among the big manufacturing concerns of the country.


Smile a while.
And while you smile
Another smiles:
And soon there's miles
And miles of smiles:
And life's worth while
Because you smile.
PRINTING DESIRABLE ART WORK
The finest Printing, like the finest art in any realm, is temperate, not given to any excesses in the form, the color, or in the arrangement of its parts.
Henry Turner Bailey
Two empires by the sea,
Two nations great and free,
One anthem raise.
One race of ancient fame,
One tongue, one faith, we claim,
One God, whose glorious name
We love and praise.
The Dreamer Lives Forever
John Boyle O'Reilly

Samples of printed forms, hand letter (initial) in combination with type, original illustration (as tint blocks) of poems, mottoes, and cover page, by students in printing.

Another has done considerable satisfactory work in this line for a leading engraving company and still another is at the head of a number of advertising design artists employed by a firm that specializes in high-class advertising specialties.

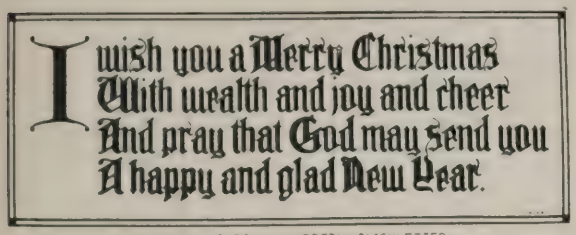
Several of the graduates of the school who specialized in printing in East Tech. High School are teaching the "art preservative" in other public schools, and in these, as in other fields of usefulness referred to, are making good.

Instead of turning out an over-production of apprentices in the printing trade, this department has demonstrated thru its course of instruction that the demand for boys who can use the knowledge gained in applied shop- and class-work is much greater than the supply. On the other hand, the tendency has been to create a broader and more liberal use of printed forms in school, commercial and art printing.

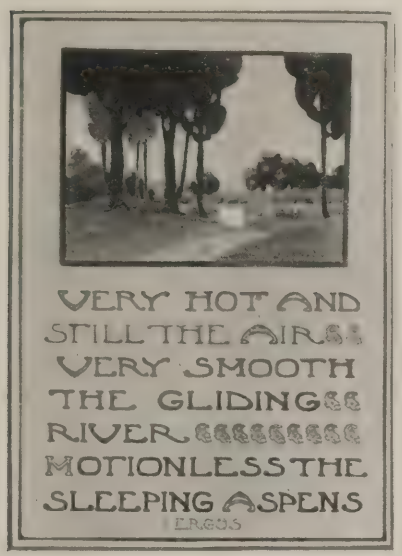
An appreciation of the better use of English and of the knowledge to judge correct forms in the art of printing, in addition to the very practical education gained, has not been the least factor manifested on the part of the pupil.

Taken as a whole, it seems to us there isn't a single vocational department which is as closely correlated to the academic subjects as printing, and no other addition to technical training which creates and sustains a greater interest in the activities of the whole school, and furnishes a working knowledge of the many practical things that lead to a broader and more useful education.

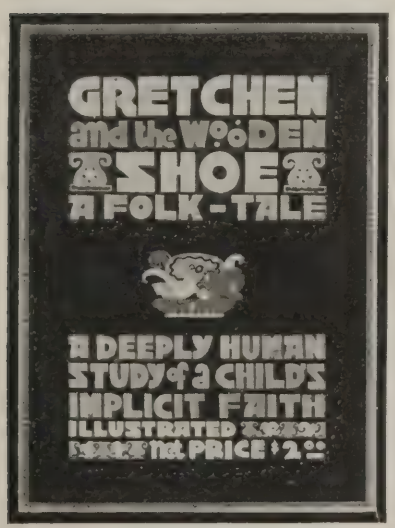
The necessity of printing as a vocational subject is no longer a question of doubt in the minds of leading educators and the art preservative is sure to play a most important and useful part in the education of the future generation.




CHRISTMAS CARD IN MODERN BLACKLETTER




Book illustration and lettering, "Very Hot and Still the Air," senior problem, by pupil in Dept. Applied Art and Design.




Poster, "Gretchen and the Wooden Shoe," senior problem, by pupil in Department Applied Art and Design.

## THINGS WORTH KNOWING

*By an Old Comp.*

To prove a job in two or more colors a dozen times over or so is a rather easy thing, if handled rightly. Make key and color forms up to exact size; lock up on galley with Hempel quoins and put enough spacing (quads or quotations) on outside of left side and top of galley to get correct margin. Then put a piece of eight-em metal or steel furniture close to spacing and feed the proof sheet to this temporary gauge. Before closing the proof-press turn quotations over so that they will be less than type high—then prove and repeat till all the proofs are pulled.

When a printing-room is being laid out it is of the utmost importance that the type department be situated away from all noise and interruption. For this reason it will be seen that the more quiet the composing-room is the less nervous and more accurate the men will be. This of course, eliminates linotype or monotype machines, for they occasion more or less noise.

It is not very agreeable to any compositor to be employed on the floor beneath or in close proximity to heavily pounding machines.

A recent addition to our shop equipment was a large, special font of wood furniture. This consisted only of one, two, three and four-line pieces cut to the lengths of ten, fifteen, twenty, twenty-five, and thirty ems pica, and was made to order by our regular supply house. It has been found to be of great value in making up forms, and also when setting factory blanks, etc., in which brass rules are used. The short lengths of the pica size are also handy in setting pica quad lines, saving much time, spacing material, etc., and also making the forms lighter to handle.

✧ ✧ ✧

Quotation furniture, like type, has feet to stand upon. The closed up bottom of furniture serves as feet. When setting quotation furniture compositors should be careful to set it on its feet. Many fellow craftsmen overlook this seemingly unimportant care and set the furniture feet up. Consequently when forms go to press and several thousand impressions are run the job works up. It takes no more time or trouble to set it up correctly and often will save lots of time on the press and perhaps prevent a job being made unfit for use.

By removing old electrotypes of a suitable size and turning them face down, then mounting again on the block and afterwards cutting on a circular saw in strips about one inch wide, the thrifty small printer can procure bearers to last for a considerable length of time. Care should be taken that brads are driven well into the inverted plate and that all rough edges are smoothed off and rounded with a piece of sandpaper; also beat the ends down with a hammer, which will cause the roller trucks to work freely.

An old lead and rule cutter, which cuts leads and rules with a burr and curves them to some extent, can be made as good as new by the following method: Knives are taken out and sharpened on an emery wheel and held a little on the slant; the burr on edge is taken off on an oil stone. Then a one-point piece of cardboard is pasted to top and back of knife, thus bringing same out and down one point more than before and enabling absolutely perfect cutting to be made.

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CHICAGO, ILLINOIS, DECEMBER 1917

With this issue, the National Printer-Journalist closes another volume. The year has been a most unusual one in many respects, and a particularly sad one to those who are now responsible for the production of the magazine, as the death of the founder occurred without warning and in the midst of a life of activity.

The continuance of the publication has been assured by reason of the loyal support of many hundreds of readers, as well as thru the active enlistment in personal service of officers of the association of which the journal is the official publication, and the active coöperation of those who are imbued with the idea that the National Printer-Journalist has a practical mission to fulfill.

The present editor and manager are especially appreciative for the many expressions of goodwill and sincere and practical suggestions and encouragement. The terrible shock and consequent nervous strain have been overcome and thru the kindly acts of coöperation, it has been possible to proceed with a vigorous and enthusiastic policy as succeeding numbers of the magazine have appeared, with the result that a satisfaction has come to those in charge which can have but one effect. The stimulus urges on the desire for greater accomplishment These printed pages must reflect to the minds of the readers something of the hopes for attainment in the future.

* * *

The season for the formal giving of thanks has closed, but the joyful Yuletide approaches. Tho the world is at war, and tho some may hold that there is small reason for the enjoyment of a Merry Christmas, the extension of the old-time wish to every one in the printing and publishing industry who makes this magazine possible, is very cordially expressed. In every office thruout the land where the "old N. P.-J." is a monthly visitor, may the happiness which accompanies the usual celebration of Christmas-tide prevail to the fullest possible extent.

* * *

America must win the war and every obstacle that the industrial forces of the nation are putting upon the early accomplishment of the endeavor should be quickly brushed aside.

The continuance of strikes in different industries, the demand for unjustified increases in wages, are dangers to the life of the nation, and those who share in their promotion are traitors to the cause.

This magazine holds no brief for capitalists, nor is it subservient to labor. Its editorial policy is strongly against the I. W. W. and other organizations which are opposed in their very nature to the permanent establishment of a safe democracy.

To win the war and to forever eradicate the possibility of a repetition of the terrible massacre of human lives, the enthusiastic coöperation of every loyal citizen is essential. To become one hundred per cent efficient, all of the forces of the nation must combine and work heroically for that one purpose. No disloyal act nor utterance should be permitted.

This is no time for temporization. It is an occasion for action which must be quick and powerful to accomplish the necessary end.

* * *

The circulation statements that have been asked by the Postal Department should cause no ill feeling nor arouse no retaliatory spirit in the heart of any publisher. A newspaper or magazine that has been built upon premiums, subscription contests and clubbing offers, with commissions to solicitors and other more or less unbusiness-like methods of attaining an end, will naturally dislike to comply with the Government's request. Legitimate subscriptions as well as legitimate advertisements are those which make a publication valuable to both reader and advertiser.

No matter how few the subscriptions may be, if they are actual bonafide records of the desire of people to read a publication, they are worth ten times in value those which are built upon a gratuitous basis. The publication not paid for is nothing more than a circular, and the use of its columns is worth but little to an advertiser.

The regulations of the Postal Department are bringing to pass a condition in the publishing industry which might not be brought about for many years to come. It is perfectly evident that the issuance of a newspaper is to be dignified by a standing in the commercial world

which will arouse respect and confidence. Tho the way may be attended by many difficulties and unpleasant experiences, it is worth the price. The honest newspaper publisher hereafter will command the respect to which he is entitled. The industry will be placed upon a substantial business basis and many of the hazards with which the publication of a newspaper has been accompanied will be eliminated. Certainly this devoutly-to-be-hoped-for end is one which should be planned for and earnestly sought after by every member of the industry.

* * *

# TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

*By L. W. Mida, President Mida's Trade Mark Bureau, Chicago **

### Article Two

### Unfair Trade is a Good Test

Every now and then a **trade pirate** appears. He seeks to imitate the trade-mark of some well-known brand of goods. He wants to lead people to believe that the big manufacturer, whose name and good will have been proverbial for years, is, in some manner, connected with his proposition. The trade pirate comes out and pushes his goods, and he **pretends.** Occasionally he is very clever; usually he is not so clever. But if he is a wise pirate, then the first thing that he looks after is the validity of the trade-mark that he is going to imitate. If he finds that it would be difficult for the owner of that trade-mark to establish priority of rights, the pirate goes ahead and takes a bigger chance.

Now, we will admit that the honest, legitimate manufacturer may go into court with the pirate and stop him from his piratical practice. But with the delays of law, this might take months. In the meantime the pirate has secured a certain amount of good will that cannot be taken from him. Even if he is obliged to change his trade name, he still will retain a certain amount of patronage. And that should be regarded as a constant drain on the legitimate manufacturer.

### Do You Take Such Chances?

There are many manufacturers who are always willing to take a chance. With relation to trade-marks, they will say, "Now, nobody is ever going to trouble us about this trade-mark. It is ours. We have been using it right along. We have no trouble in bluffing anybody out. So why go to the expense of protecting it?"

This same manufacturer will engage an employe at $20.00 a week, which amounts to $1,040 a year. And yet, for that same sum of money, he could secure absolute protection for forty different brands of goods. He does not look at it in that light. He believes that, so long as he has not been troubled, he will not be troubled. He assumes the same attitude that most of us take regarding death. We know that some time or other each one of us must die, but that time seems so far in the future, we don't worry about it! It makes no difference to us if we see death in the same block, in the same building. We still think that we are going to be the exception. And so business men may see trade-mark litigation. They read about it in the papers, and pay so little attention to it, they could not tell what it is about, if they were asked five or ten minutes later. They all think that they are going to be the exception.

Their rule of reasoning is this: "I have gone along all these years, and I have never been troubled. Therefore, I shall never be troubled."

They are like the nation that says, "We have never captured any trade over there across the ocean. Therefore, we are never going to capture any. So why pay for big preparations for something we can never have?"

There are altogether too many business men who are ready to "take a chance." But a few of them are taking this chance once too often. They find themselves tied up in litigation. Many of them find themselves deprived of their trade-name.

Some of them have put thousands or hundreds of thousands of dollars back of their trade-marks, and discover, when it is too late, that they can not use their trade-marks. Therefore, all of the good-will that they have built up has been placed in jeopardy. In fact, most of their good will has been taken from them, and there is no recourse. There is nothing that they can do. It is like thinking that one is making lots of money, only to find some morning that one is on the verge of bankruptcy.

Why should any business man take a chance of this kind? Those chances are not necessary. They can be provided against, and the cost of that provision is very small indeed.

### What Constitutes Trade-Mark Knowledge?

It is easy enough to meet people who say, "I know everything about trade-marks. I am perfectly familiar with the law of 1905." What

*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

they mean is that they are familiar with the wording of the statute. But trade-mark law differs in many respects from ordinary law.

For example, in a damage suit or the average litigation, it is possible to go to any attorney and secure dependable advice. Each attorney has access to the statutes. It resolves itself into a matter of correct interpretation. But there is something in trade-mark law that goes beyond interpretation. For example, you might need a gardener. An applicant would say, "I know everything about planting vegetables and flowers. I am an expert."

So you would say to him, "All right, here is a little tract of land. I want you to go ahead and plant a vegetable garden in the rear, and a flower garden in the front."

But he would reply, "That is all very well. I have not the implements, and I have not the seed. Buy implements and the seed and I shall be glad to proceed."

But if you have neither the implements nor the seed, what are you going to do? Of what value is the knowledge of this gardener?

In like manner, of what value is the knowledge of trade-marks, unless you have the tools, the facilities with which to proceed?

### Certain Things You should Know About Trade-Marks

Now, there is certain general knowledge that every business man should know about trade-marks. Unless he has this knowledge before him, he may proceed with the adoption and the continuous use of some trade-mark, only to find later on that it is of a nature that cannot be registered.

The law of 1905 names certain restrictions. These restrictions have to be lived up to. Probably enough, many of the most common mistakes are those that were among the first to be barred out by this statute of 1905. There is such a thing as generic thought. Business men seem to think of about the same thing whenever trade-marks occur to them. If you would ask a thousand different men who were not familiar with the trade-mark law, to think up a good trade-mark for some brand of goods, the chances are that 99% of the names that were thus thought up, would not be eligible under the statutes.

### The Law of 1905 and Common Law Rights

The trade-mark statute is known as the Law of 1905. This bill was passed in February, 1905, and went into effect the first of April the same year. This statute did not create any ownership in trade-marks, for ownership is prescribed by the common law. In fact, the statute states specifically that the rights under the common law are not to be abridged by this statute.

It is well to bear in mind that many trade-marks that have never been registered are perfectly valid, and that some that have been registered have been proved invalid. But as we proceed the distinction will become clearer.

(To be Continued)

## Territory Assigned Executive Committeemen of United Typothetae of America

At a recent conference of the Executive Officers of the United Typothetae of America, the United States and Canada was subdivided into districts, to intensify effort and secure maximum results in organization extension work. This will be accomplished thru the coöperation of the members of the Executive Committee who can supplement the efforts of the National Office in the territory which they represent.

Washington, Montana, Upper Idaho (Tahoe North) and Alberta and British Columbia—Pliny L. Allen, 117 Columbia St., Seattle, Wash.

Arkansas and Oklahoma—D. A. Brown, 7th and Central Streets, Kansas City, Mo.

Missouri and Kansas—Albert E. Buss, 2704 Pine Street, St. Louis, Mo.

Texas and New Mexico—Ennis Cargill, The Cargill Co., Houston, Texas.

Tennessee and Alabama—W. E. Craig, 309 Fifth Avenue, North, Nashville, Tenn.

Connecticut and Rhode Island—John R. Demarest, 246 Meadow Street, New Haven, Conn.

Western Pennsylvania (exclusive of Harrisburg) and Western New York (West of Elmira)—Geo. R. Dorman, 947 Liberty Avenue, Pittsburgh, Pa.

Maine, New Hampshire, Vermont and Massachusetts—Albert W. Finlay, 272 Congress Street, Boston, Mass.

California, Nevada and Arizona—Fletcher Ford, First and Rio Streets, Los Angeles, Calif.

Ohio—Geo. M. Gardner, Caxton Bldg., Cleveland, Ohio.

Indiana and Kentucky—A. M. Glossbrenner, State House Square, Indianapolis, Ind.

West Virginia, Virginia and North Carolina—G. G. Gooch, Jr., Stone Printing Co., Roanoke, Va.

Eastern New York (Elmira East)—William Green, 627 W. 43rd Street, New York, N. Y.

Maryland and Delaware and Washington, D. C.—Geo. K. Horn, Holliday & Hillen Streets, Baltimore, Md.

Georgia, South Carolina and Florida—John A. Hutton, 10 Whitaker Street, Savannah, Ga.

Oregon and Idaho (Tahoe South)—E. H. James, 50 First Street, Portland, Ore.

Wisconsin and Upper Michigan—H. W. J. Meyer, 116 Michigan Street, Milwaukee, Wis.

Lower Michigan—Wm. V. Parshall, 63 Fort Street, Detroit, Mich.

Louisiana and Mississippi—William Pfaff, 724 Perdito Street, New Orleans, La.

Nebraska and Iowa—Joe B. Redfield, Tenth and Douglas, Omaha, Neb.

North and South Dakota—Eugene Saenger, Sioux Falls, S. D.

Eastern Pennsylvania (inclusive of Harrisburg)—Chas. L. Kinsley, 420 Sansom Street, Philadelphia, Pa.

Minnesota—F. J. Scott, Edison Bldg., Minneapolis, Minn.

Colorado, Utah and Wyoming—B. F. Scribner, 112 W. Third Street, Pueblo, Colo.

Illinois—William Sleepeck, 418 S. Market Street, Chicago, Ill.

Canada (Saskatchewan and East)—John Stovel, Stovel Company, Winnipeg, Canada.

New Jersey—John S. Watson, 160 Maple Street, Jersey City, N. J.

* * *

# INSTRUCTION CLASSES FOR PRINTERS URGED BY THE N. P.-J. THIRTY YEARS AGO

IN the March, 1888, number of the National Printer-Journalist, nearly thirty years ago, instruction classes for printers were strongly urged. The magazine was then not only abreast of, but ahead of, the times. The following is the text of the article:

"There is a great and growing need for really competent printers, both compositors and pressmen. The ranks are being thinned by death and other causes and the gaps are being filled (or rather occupied) by those who at best are only self-taught men or amateurs. It cannot be denied that some of these turn out to be good workmen, but the proportion is very small, the large majority being totally unfit to take the places of those competent men who have been called away.

"Those who are in any measure interested in the future prosperity of the business, and who have opportunity for observing the knowledge and capabilities of those engaged in it, especially among the younger members of the craft, must be aware of the great need there is that some definite steps should be taken to raise the standard of efficiency. In all departments of the business there are numbers employed who are totally unfit to fill their positions, and only hold them because some one has to do the work and more efficient help is not readily obtained. In no other business, perhaps, does the same state of things exist to such an extent. Competent men are at a premium all the time and for every such man there are at least two situations to be filled. So that is an exceedingly rare circumstance to find a competent man disengaged, unless it be in time of strikes, and then only for a short time and for reasons other than a question of efficiency.

"Not only do these remarks apply to the rank and file, but also to those who occupy responsible positions as foremen, managers and employers; for a great many of those who occupy such positions are very imperfectly informed as to the really practical parts of the business, and they are dependent upon those working under them for most of the information which they are bound to have in order to carry on the business at all.

"And what are the prospects for improvement in the future? Unless some radical change takes place the future will be worse than the present.

"What steps are being taken to improve this state of things? Apparently none at all, for unfortunately those who stand most in need of some change do not recognize the need of it. They labor under the delusion that all is as it should be and that if there be any difference between them and their predecessors such difference is in their favor. Young men who have just skimmed the surface of knowledge of the business and have had a few years' experience, imagine they know more about it than their fathers, who served a five or seven years' apprenticeship when the rudiments of the business were taught them, and they were not left to grope their way into its intricacies with the direful results which follow such a state of things now. Again any man thinks he is capable of starting and running a printing business, provided he has the means to purchase a six-by-nine amateur press and a few fonts of amateur type. So we have numbers of businesses running on the entire amateur plan! Amateur boss and amateur help, amateur prices and amateur work, and out of these amateur establishments comes more than one-half of those who are filling up the ranks thinned by death and other causes. This is a fact which cannot be refuted,

for where one young man passes thru a large establishment out into the world a dozen will pass thru these smaller places.

"Now all this is cause for regret and calls for some prompt and united action on the part of printers, both employers and employes.

"While it may be that a revival of the apprenticeship system is the only remedy for this state of things, it would also appear feasible that much good might be done by the establishment of classes of instruction for those engaged in the business who have had no proper teaching, and who have only been able to learn imperfectly what little they know.

"There must be thousands of young men who would welcome such a movement, for however much they may think they know of the business while in small offices, they soon feel their deficiency when placed side by side with more efficient men, and when they are called upon to undertake the regular run of work which is beyond their knowledge. The writer has met many such and has long felt that besides criticising their faults and their mode of entry into the business, there was something else that should be done, something that would help them to become printers and so build up the force which in the future will have to maintain the reputation of the craft.

"Just how to proceed in the formation of such classes is a matter that needs consideration, but if the idea were once recognized the modus operandi would soon follow. Different plans might be needed for different towns and different circumstances.

"Let those who enter into the principle of the thing, canvass the opinions of their fellow printers and ventilate the subject until some definite course of action suggests itself, as it no doubt will, and then disseminate such information thru the trade journals. This will call forth different opinions from different parts of the country and in a few months the work may be begun in earnest.

"Employers and employed alike should be interested in such a movement and do all in their power to help it along. There ought to be no difficulty in finding experienced printers who would be willing to take charge of such classes and instruct them in the different branches of the business. In some cases it might be necessary to have two teachers, one for press-work and the other for composition, but all should attend the instructions in both branches, for whichever a man may follow for his living, he will be better qualified in his own branch by knowing something of the other."

## PAST-PRESIDENT VARNER OFFERS VALUABLE ADVICE TO SOUTHERN COMMERCIAL CONGRESS

Past-President Henry Branson Varner of the N. E. A., and editor and general manager of the "Southern Good Roads" Magazine, delivered an address before the Southern Commercial Congress at Hotel Astor in New York City recently, and offered some valuable advice and information in regard to road improvement in the Southern States. Mr. Varner himself has been responsible for much of the improvement and is recognized thruout the South as a leading exponent of good roads. Among other things, Mr. Varner said:

"As against the $15,000,000 expenditure of 20 years ago, the Southern States expended in 1916 a total of $67,000,000, an increase of 450%. In that one year the South constructed 10,000 miles of sand-clay road in addition to the expenditure for road maintenance. Twenty years ago the South had practically no improved road mileage. Such as she had were the old toll roads of Kentucky, Virginia and Tennessee, which survived the ravages of time, and in addition to these a few county road systems built by progressive counties in contrast to the general situation of extreme stagnation. Even ten years ago comparatively little progress had been made in the construction of improved highways. In that brief period of time the Southern States have constructed more than 80,000 miles of surfaced roads, of which 45,000 miles are composed of hard material, such as gravel, macadam, brick, concrete, or other hard pavement. The other 35,000 miles consist of sand-clay surfacing, which, considering the climatic and traffic conditions of the South, frequently serve every purpose that a more costly hard road would serve.

"Just now road-building and management in the South are in a transitional stage, in which the old policy of extreme localization is gradually giving way to the more enlightened and more effective policy of skilled and centralized control, and in which the old conception of the highway as a purely local utility to be financed out of local funds is giving way to the realization that each mile of highway is of far-reaching and economic importance, affecting the welfare of the citizen who dwells not only miles away, but thousands of miles away from its boundaries.

"I look for a progress in road improvement thruout the Southern States during the next ten years that will make even the remarkable achievement of the past ten years seem com-

monplace. With the happy combination of soil, climate, labor, road materials, and the marvelous amount of richness of its products to be marketed, the South can do more and reap more than any other section in the entire world. Ten years from now the traveler who starts south from Washington will find it possible to reach every State, every important city, and every productive section of the South without leaving a hard-surfaced road and he will see such a boundless measure of the wealth of forest, mine and farm flowing out over this wonderful highway system as to banish all thought of want and privation to any nation of the world, for there will be enough and to spare for all."

* * *

## NOTES IN PASSING

The edition of the Altoona, Pa., Mirror of October 22nd, contains an interesting account of a banquet which was held for the men and women employed in the production of the newspaper.

The event marked the eighty-first anniversary of the birth of Mr. Harry Slep, the founder of the Mirror and president of the company. October 21, 1917, was the anniversary of the opening of the Mirror job office, which occurred October 21, 1872, two years before the first issue of the Evening Mirror.

The recital of reminiscences proved very interesting and the company greatly enjoyed the celebration.

* * *

A marked copy of the Gibson Courier of Gibson City, Ill., contains a splendidly set half-page advertisement telling "What Advertising did for the Liberty Loan in Drummer Township." One paragraph which tells of the share this enterprising newspaper had in making the purchase of Libery Bonds popular, reads as follows:

"A large display advertisement followed by a four-page edition devoted entirely to the Liberty Loan was mailed to every reader in this territory and distributed in the streets of Gibson City. . . Two Gibson City banks also gave their regular space to appeals for subscriptions. . . The Courier's part in the Liberty Loan was performed as a patriotic duty, without compensation."

* * *

The Fairmont Times of Fairmont, W. Va., deals in originality in the treatment of news articles and a recent issue of the paper contains a most entertaining biographical sketch of one of the residents who is "seventy-five years young."

The style of the article is breezy and even pert, but there is plenty of evidence that the old gentleman described has a very strongly developed sense of humor and good nature, so that he could not possibly be offended at the unusual liberties taken by the writer.

The author is Mr. E. E. Meredith, who has received many congratulating messages upon the unusual and pleasing treatment of his subject.

The closing paragraph will afford some idea of the daring manner in which Mr. Meredith recounted the history of the old resident. It is as follows:

"Mr. Hartley is so mean to his employes that they won't stay with him very long. Miss Laura Robinson, chief accountant, has only been in Hartley's employ twenty-six years and she is liable to quit already. Mike O'Neill has been hanging around the Hartley store about the same length of time, but was away for a little while once so he is mentioned secondly. J. H. Rownd has been in that store a bit longer than fifteen years if memory serves one informant right. Merely as matter of courtesy the employes of the store pitched in and (what do you think?) they bought him a big bouquet of flowers just because he had been around the place so long that he had grown sort of necessary. And then none of them had anything particular against him, anyhow!"

* * *

Mr. Chas. F. McElroy, general counsel for the Printing Trades Credit Association of Chicago, announces the removal of his law offices to Suite 827, First National Bank Building, Chicago. Mr. McElroy was a former organization secretary and is thoroly familiar with every department of the printing industry.

* * *

The Challenge Machinery Company of Grand Haven, Mich., sends a neat announcement giving the names of the new officials of that steadily growing printers' machinery manufactory. The officers are as follows: J. Edgar Lee, President and Manager; J. Wesley Lee, Vice-president; Chas. R. Shupe, Secretary; R. G. Wilson, Treasurer; B. S. Hanson, Assistant Manager; G. E. McCabe, Advertising Manager; A. A. Karcher, Superintendent.

Mr. Howard R. Doty of Glenside, Pa., desires to secure a collection of good printing samples from the readers of the National Printer-Journalist. He handles a considerable amount of lay-out work for one of the larger Philadelphia advertising concerns and will be glad to exchange information with others who are interested in the same line of endeavor.

* * *

Schlau, Burnett & Co., 626 Federal Ct., Chicago, announce the retirement from the firm, of Mr. Harry R. Schlau, and that after the 30th of November the corporation will bear the name and be known as Burnett & Weinberger Co. The personnel, location and purpose of the organization remain otherwise unchanged. It is their earnest intent to exert all possible efforts to prove the worthiness of their product, and to proclaim their appreciation of the many courtesies extended.

* * *

The Ligonier Leader of Ligonier, Ind., in its issue of November 2nd, announce that it desires especially to be useful in carrying the news of the community to the boys at the front and in training camps.

The editor offers the following suggestions as to how readers may help the newspaper in giving the news to enlisted men: 1st. Keep us informed of new, complete addresses of the soldiers and sailors; 2nd. Keep us informed of new enlistments of men selected for the national army so we can add their names to the free mailing list; 3rd. Urge the boys to write us, or bring us portions of their censored letters to you for publication; 4th. Send us news items each week so the boys will get a newsy issue.

The idea was gotten from a report of an interview with Lord Northcliffe, published in the Chicago Tribune of October 24th, which read as follows:

"Another thing which should always be put in is a home newspaper, I mean a local newspaper, which gives the intimate details for which the boys at the Front long so pathetically when they are far away from home. They like to see what their friends are doing. They like to read about 'church socials.' They like to know that Miss Smith poured tea for Mrs. Brown. The troops at the front always have plenty of the world's great newspapers to tell them what is going on, but the local home journal is a gift for which they are always very grateful."

Mr. and Mrs. Walter Williams of Columbia, Mo., announce the marriage of their daughter, Helen Harned, to Captain John Franklin Rhodes, on Saturday, the first of December.

Mr. John Clyde Oswald, editor of the American Printer, New York, and Miss Virginia Bell of Bartlett, Texas, were married in Bartlett on December 3rd.

The East Hartford Gazette, East Hartford, Conn., is owned and published by Mr. H. B. Hale, who is known to scores of members of the National Editorial Association. Mr. Hale's office is located in his own brick building, heated by steam, and containing all the equipment necessary in the production of a good country weekly newspaper, including the modern Intertype, on which the news and a good part of the advertisements are "set." In a bay window overlooking the broad East Hartford thorofare editor Hale has his private office, or sanctum, where he receives his business and political friends.

According to Mr. O. S. Freeman, manager of the Thompsonville Press: "Mr. Hale, besides having two interesting daughters, has two sons —one in the flying corps service in Europe and the other in business in New York. His prosperity as a country publisher was further evidenced by a visit, after supper, to his garage—formerly a carriage house where he used to keep two smart horses—where now four automobiles for service and pleasure are housed. As a publisher, Mr. Hale is awake to the fact that his space is his stock in trade and he is no longer imposed on by the free-space grafter."

### EARLY CONGRATULATIONS

November 28, 1917.

National Printer-Journalist, 4610-18 Ravenswood Avenue, Chicago, Ill.

Gentlemen:—I want to congratulate you upon forthcoming birthday of the National Printer-Journalist. I want to especially speak of the appearance of the November issue and its goodly advertising patronage. It makes my mouth water. I want more of it, but I don't want you to have a line less.

Yours cordially,
ROBERT L. POLLOCK,
Publisher Pollock's Newspaper News.

### WILL JOIN FAMILY OF CO-OPERATORS

Troy, N. Y., November 1, 1917.

National Printer-Journalist,
Chicago, Ill.

Gentlemen:—We will be pleased to co-operate with you in a close fellowship and will do all in our power toward the successful issue of your publication.

Yours very truly,
THE TABALINE COMPANY,
By W. P. Zent.

# AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

### Mississippi Press Association

The publishers of Mississippi County, Arkansas, held a meeting recently at Little Rock and organized the Mississippi County Press Association. Mrs. Adah L. Roussan of the Osceola Times, was elected president; S. E. Vail of the Blytheville Herald-News, vice-president; L. M. Ross of the Blytheville Courier, secretary; B. L. Appleby of the Leachville Star, treasurer.

The association was organized primarily to promote the bringing of the National Editorial Association members through Mississippi County on their tour next June when the association meets in Little Rock and Hot Springs, that the editors may see the wonderful reclamation which has taken place in Mississippi County and the St. Francis Valley in the building of levees and drainage canals, thus reclaiming millions of acres of the most fertile soil in the known world, and incidentally to further the interests of the county publishers, five in number.

The association will work in conjunction with the State Press Association on the entertainment of the editors and hopes to have the quill drivers one day in this county

* * *

To standardize their foreign advertising business, and get it on a coöperative plan, six Washington dailies have formed the nucleus of the Pacific Northwest Daily Newspaper Association. The first meeting was held at North Yakima. The president is Col. W. W. Robertson, publisher of the Yakima Herald and the Yakima Republican. No other officers have yet been chosen.

At the organization meeting were Colonel Robertson, Rufus Woods, publisher Wenatchee World; J. G. Kelly, publisher Walla Walla Bulletin, and Werner Rupp, publisher Aberdeen World. The Tacoma Tribune is also a member.

Dailies with more than 4,000 circulation, and possibly strong dailies with more than 3,000, may have membership. Dailies of Oregon and Idaho may be admitted.

### The City and Telegraph Editors' Association

City and telegraph editors of Illinois newspapers organized a state association at a meeting held in Decatur.

Resolutions indorsing the government in its stand on publicity were adopted as follows:

"The City and Telegraph Editors' Association of Illinois hereby expresses its hearty approval of the efforts of the military and naval authorities of the United States to give only such publicity of the actions of the different branches of the service as may be for the best interests of the nation.

"And the association also offers to the Government of the United States the most sincere support of all members in every line of action looking toward the winning of the war thru the conservation of man power, and of all the other resources of the country."

Paul Cowles of Chicago, superintendent of the Associated Press, central division, and A. D. Fairbarn were the principal speakers at the banquet.

John W. Priest of the Illinois State Register, Springfield, was elected president. The secretary-treasurer is Ralph K. Sisson of the Decatur Herald.

The second annual meeting will be held in Chicago next fall.

* * *

### Illinois Woman's Press Association

Mrs. Ferd E. Fisher, co-editor and publisher of the Woman's Press, published at Chicago, is the newly elected president of the Illinois Woman's Press Association. She succeeds Miss Ethel Colson of the Chicago Herald.

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### Annual Newspaper Conference

The third annual conference of Iowa newspaper men was held at the Iowa University, Iowa City on November 23rd and 24th.

Last year ninety-two newspaper men attended the conference and it is planned to secure one or more newspaper men of national reputation who will discuss with the Iowa men the problems of the journalistic field, especially those caused by the war.

### Susquehanna Valley Press Association

The Susquehanna Valley Press Association, which comprises editors and publishers and employing printers in the territory contiguous to the Delaware & Hudson Railroad, held its annual meeting at Sidney, N. Y., on Saturday, October 27th. It was a successful and interesting meeting.

The following officers were elected: President, Emerson Demeree of the Harpursville Budget; vice-president, Harry W. Lee of the Oneonta Star; secretary-treasurer, Charles D. Pendell of the Afton Enterprise.

A series of addresses followed the business meeting, including these speakers and topics: "The Editorial Page," by G. E. Carpenter of the Morris Chronicle; "The Local Page," Arthur Bird of the Sidney Record; "Subscriptions," Charles D. Pendell of the Afton Enterprise; "Making Collections," F. C. Branday of the Whitney Point Reporter; "Rural Patronage," Joseph Eveland of the Franklin Dairyman, and "Foreign Advertising in Country Newspapers," George E. Marcellus, business manager of "The American Press."

* * *

### Joint Meeting of the Press Associations

A joint meeting of the press associations of three states at Memphis, Tenn., in January has been announced by R. O. Schaefer, secretary of the Arkansas Press Association, following a conference at Memphis between officers of the Arkansas, Tennessee and Mississippi organizations.

The "stunt pulled off" by the Arkansas Press Association in landing the big convention of the National Editorial Association for Arkansas next summer has "opened the eyes" of the neighboring press associations, according to Ed Albright of Gallatin, Tenn., president of the Tennessee Association, and has caused the other associations to desire to meet jointly with Arkansas.

T. E. Wood, chairman of the Arkansas railroad commission and member of the executive committee of the Arkansas Press Association, represented that body at the conference in Memphis. Dates for the tri-state meeting were fixed as Thursday and Friday, January 24th and 25th, following the mid-winter meeting of the Arkansas Association here on Wednesday, January 23rd.

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### Wayne County, Iowa, Press Association

A. D. McGuire of the Humeston New Era and Byron Hoschar of the Seymour Democrat were elected as president and secretary respectively of the Wayne County Press Association, the first newspaper men's organization in the history of the county, at a meeting held at Lineville recently. The seven publishers of the county held a business and social meeting. The association will meet at Corydon on December 7th, when the editors will be the guests of Senator Karl M. LeCompte of the Times-Republican and J. J. Stirling of the Wayne County Democrat.

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### Veteran Boston Journalists

Governor Samuel McCall was the presiding officer at the tenth annual meeting and dinner of the Veteran Boston Journalists held recently. Exercising his privilege under the rules of the organization, Gov. McCall appointed as officers for the ensuing year: President, Samuel L. Powers; treasurer, Charles E. Pierce; secretary, Weston F. Hutchins. Eight members died since the last meeting, and the club's loving cup went round in honor of Alexander Moffat Gillam, Franklin Benjamin Sanborn, John Lord Parker, Charles Fred Smith, Henry Pickard Winter, Virgil Guilford Eaton, William Wirt Burke, and Frank Gordon Dickey.

In opening the after-dinner proceedings, Gov. McCall told of his connection with the press in his younger days, and particularly of his work on the Boston Globe. Robert Lincoln O'Brien, editor of the Herald, discussed journalistic conditions, and Clarence W. Barron, of the Boston News Bureau, urged independence and respect for the truth in journalism.

Other speakers included: Police Commissioner Stephen O'Meara, President-elect Powers, E. B. Gerry Brown, and Frank P. Bennett.

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### New York Press Club

The annual election of the New York Press Club was held on Monday, November 26th; polls were open from 10 A. M. to 7 P. M. The official ballot is as follows: For president, Edward Percy Howard; first vice-president, Keith Speed; second vice-president, Oscar Watson; third vice-president, Arthur F. Curtis; treasurer, Ralph W. St. Hill; financial secretary, H. Nelson Meade; recording secretary, Timothy Gorman; corresponding secretary, Kaleb H. Redfern; librarian, Clarence W. Swezey; trustees (three-term), James E. Clauson, Wm. F. Connell, C. Fred Crosby; trustee (two-term), John Burke.

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### Second District (Kansas) Editorial Association

The Second District Editorial Association, which met in Lawrence, Kansas, chose the fol-

lowing officers: George W. Marble, Fort Scott, president; C. E. Craig, Pleasanton, vice-president; Mrs. C. B. Wiard, DeSoto, treasurer; and Asa F. Converse, Wellsville, secretary.

The next annual meeting will be held at Fort Scott.

The fifty members attended the Ames-Kansas football game and were entertained by the staff of the University Kansan, the Kansas University publication.

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### Texas Press Association

Members of the executive committee of the Texas Press association at a recent meeting held in Dallas, decided to hold the next annual meeting June 8, 9 and 10 at Fort Worth.

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### Big Horn Basin Press Club of Wyoming

A meeting of the Big Horn Basin Press Club was held at Lovell, Wyoming, recently.

The club voted also to join the National Editorial Association in a body in accordance with the proposition from the president of the National Editorial Association.

Equally unanimous was the action of the membership in accepting the invitation to hold the mid-winter meeting in Billings, Mont. This meeting wil be held the latter part of January or the first of February, and the entertainment will be provided by the Billings newspapers and the Western Newspaper Union.

Officers for the ensuing year were each re-elected: L. L. Newton, Cody Herald, president; Reyn Leedon, Lovell Chronicle, secretary, and P. P. Anderson, Basin Republican, treasurer.

The business session of the club was very nearly unanimous on each of the propositions up for consideration.

The entertainment furnished by the citizens of Lovell, including the banquet by the Great Western Sugar Company, was thoroly appreciated. No effort was spared to make the visitors' stay most pleasant.

The purchase of a Liberty Bond was made out of the surplus funds of the club, which almost completely exhausted the available cash. Practically the full membership was present and the proposition to buy a bond was unanimously and enthusiastically received.

* * *

### Southern Illinois Editorial Association

Four hundred newspaper editors, state officials, state department heads and politicians from all parts of Illinois were present at the banquet given by the Southern Illinois Editorial Association in East St. Louis, Ill., the other night, at which Gov. Frank O. Lowden was the principal speaker.

The banquet was served in the Elks' Club. United States Senator Lawrence Y. Sherman, Congressman Joseph G. Cannon, Congressman William Rohenberg, Congressman William McKinley and others were present.

The meeting of the association, of which A. T. Spivey of East St. Louis is president, and H. A. Williamson of Springfield is secretary, was largely attended, and a number of interesting addresses were made.

William H. Stead of Ottawa, former attorney-general of Illinois and now director of the department of trade and commerce, spoke on the consolidation bill enacted by the last session of the general assembly.

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## FORMER SUPERINTENDENT OF N. P.-J. BECOMES BUSINESS MANAGER OF SMALL TOWN PAPER

Over a quarter of a century ago, Mr. C. D. Jones was the superintendent of the National Printer-Journalist printing department, but in 1891 he resigned to accept a position with the Ullman-Philpott Company of Cleveland, Ohio, manufacturers of printing inks.

On January 1, 1918, Mr. Jones will assume his duties as business manager of the Maquoketa, Iowa, Sentinel. The publishers of the Sentinel, in a recent issue of that paper, offer Mr. Jones the following compliment:

> When the 'Sentinel" publishers learned recently that the Ullman-Philpott Company was going out of the printing ink business on January 1st, 1918, negotiations were immediately started to secure the services of their most faithful and efficient salesman, Mr. C. D. Jones, whom we had known for so many years as a man of splendid character and strict business integrity, and thoroly familiar with all branches of the printing business.
>
> We were successful in our efforts and now that he will be added to our staff in the capacity of business manager, we will commend him to our readers, advertisers and many patrons and extend to him and his estimable family a hearty welcome to our city and community.

* * *

## A THOROLY INSTRUCTIVE BOOK

"Printing," by Frank S. Henry, is a thoroly instructive book and in intelligence of construction, it supersedes many that have been published. Every phase of the printers' trade, from composition to press-work is carefully and interestingly described. The book explains the method of producing good work and tells what causes the production of inferior work.

Mr. Henry is possessed of the ability of a teacher and offers suggestions and valuable advice in a way that makes it possible for a novice

to advance from one step to another until he has secured an excellent working knowledge of the trade.

The use of the book in schools of printing has made possible the accomplishment of the best results. The fact that the author has conducted classes in printing for several years, and that he has also had extensive experience as a practical printer, qualifies him above others to publish a treatise upon a subject which has already been covered by other authors, but perhaps not with the same ability from the standpoint of offering instruction which could be easily comprehended and put into immediate practice.

The size of the book is 5½ x 7¾ inches and contains 153 figures and 318 pages. The price, postpaid, is $1.35. Orders filed with the book department of the National Printer-Journalist will receive prompt attention.

* * *

## A REMEMBRANCE OF THE PASSING GENERATION

A recollection of the hearty good nature and whole-souled cheerfulness of the late James L. Lee will always remain with those who knew him.

A great many years ago, the recent publisher of the National Printer-Journalist conducted a newspaper and job printing office in Minnesota. He bought his first cylinder press of Mr. James L. Lee, and while Mr. Lee was himself installing the machine, which was then considered a wonderful piece of equipment, he was a guest at Mr. B. B. Herbert's home. The cheer occasioned by his visit is distinctly remembered by the present business manager of the N. P.-J., and he is glad to testify that the grand old printer who passed away on Sunday, September 16th, was in life a reflection of the sentiment expressed in a poem to which Mr. Lee had attached his signature on the Monday preceding the Tuesday on which he was taken so seriously ill. The typewritten poem, together with the signature of the decedent are herewith reproduced thru the courtesy of the Challenge Machinery Company, of Grand Haven, Mich., of which organization Mr. Lee was president at the time of his death.

I'm seventy-eight years young, today,
Just seventy-eight years young,
And life is just as sweet to me
As when it first begun.
I cannot say I look as young
As forty years ago,
Because I've had experience
Which leaves its mark, you know.

But I insist I feel as brisk
As in my youthful days,
When all the world was bright and gay,
And full of beauteous rays.
And I ain't thought of quitting yet,
Can't think it would be straight
To sit around and loaf all day,
Because I'm seventy-eight.

When I get old, if e'er I do,
I ain't agoing to die,
I'll take a long lease residence
In a mansion in the sky,
Where I can watch the friends I've left
And guide them o'er life's sea,
So when they're old, and want to quit,
They'll find a home with me.

Jas L. Lee

July 19,1917.

(With due credit to my old friend
Lon Hardman, St. Joseph, Mo. )

* * *

## GETTING READY FOR AD CLUBS CONVENTION AT FRISCO

Frank H. Abbott, Jr. of the Abbott Press, San Francisco, and a prominent member of the printing fraternity of the Pacific Coast, has been appointed General Director of the Convention Board of the San Francisco Advertising Club. This board will direct the affairs of the Associated Advertising Clubs of the World, which is to be held in San Francisco next July.

Securing delegates to the 1918 Convention will be one of the principal activities of the Board in the near future. General Director Abbott states that highly encouraging reports are already coming to the Club from all parts of the country concerning the participation of affiliated organizations thruout the United States in the San Francisco Convention. An attendance of more than 7,000 delegates is now anticipated by the Club. As an example of the interest that is being taken everywhere is the fact that trainloads are now being made up by the advertising clubs of the cities of Boston, Philadelphia, St. Louis, New York and Dallas. Most of the the clubs of the cities mentioned are making weekly payments into a fund to defray the expenses of the trip.

The local Convention Board now has under preparation a special booklet, 50,000 copies of which will be distributed all over the country. In conjunction with the booklet an aggressive campaign is to be made of follow-up letters in connection with other features. The keynote of the nation-wide appeal that is to be made is "Spend your 1918 vacation in San Francisco, attend the Convention and see the wonders of the Pacific Coast." In getting this message "over" the Board will have the active coöperation of the transcontinental railroads in order to stimulate interest and attendance in the big San Francisco gathering.

According to General Director Abbott, the entertainment features in connection with the Convention will include a radical departure from the stereotyped forms. Excursions into the scenic sections of the State will be a big feature, revealing at the same time the extensive industrial and agricultural resources of California. While the railroads will be utilized most of the time for this form of the entertainment, Abbott says that many automobile tours will be arranged which, before the Convention guests depart, will total several thousand miles of travel over the State's superb highways and by-ways.

# MANUFACTURERS' NEWS

MR. W. P. ZENT, of The Tabaline Co., Troy, N. Y., is of the opinion that the readers of this magazine owe it to themselves to become familiar with the Zent Tabular System, and says: "We are the first to rule both ways on linotype slugs and complete the work on the machine in the regular course of operation, and I believe the publication of our first advertisement will be the first linotype matter that has so been set and printed in your publication." Mr. Zent further declares: "This system of tabular composition is of especial value to the publishers of newspapers as it permits of a great deal of "pick-up" of stubs and previous day's quotations of stock reports, besides giving a perfectly aligned and continuously vertical column ruled effect which will be appreciated by newspaper readers. Besides this it is the fastest method for the composition of tabulated matter, as the alignment being automatically taken care of by the method employed and the operator getting a double character every time he strikes an unit key, there is no special skill required in operation and an operator must be slow to not be able to turn out as much tabulated ems as he would straight matter ems."

* * *

### The Challenge Machinery Company announces New Press

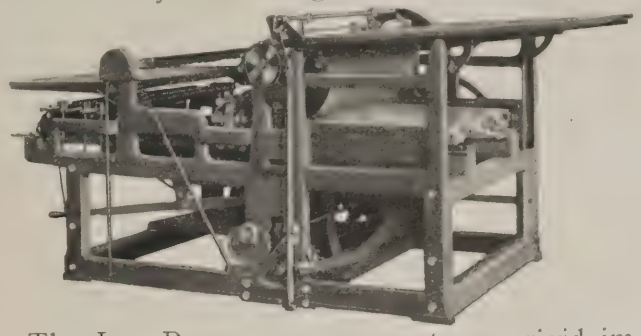
The Lee Job and News Press is the name of a new seven-column folio Two-Revolution Press just placed on the market by The Challenge Machinery Co., of Grand Haven, Mich.

The manufacturers state that this machine is designed especially to meet the demand of the small city and country publisher for a low-priced press that will print two pages of a six or seven-column newspaper, and in addition handle the general run of job printing usually turned out in these shops.

This class of printers have for years felt the need of better press facilities but have hesitated to install a high-priced machine for the reason that the increased expense would not justify the expenditure, so choosing the lesser of two evils they have retained their old equipment, tho not satisfied with the forced condition.

The new Lee Job and News Press was designed by press experts who knew perfectly the wants of the class for which it was built.

The Lee Press has passed the experimental stage. The perfected machine has been subjected to the most severe tests of heavy forms and continuous running—equal to five years hard usage in the average shop. Thousands of dollars have been spent for metal patterns, costly jigs, dies and templates. The Lee Presses now being shipped are improved to the minute and every part standardized, or in other words, made strictly interchangeable.



The Lee Press possesses a strong, rigid impression, two form rollers, rack and screw and table distribution, front fly or clean-side-to-fly delivery, will register perfectly and operates smoothly and quietly at a speed of 1,800 impressions per hour. In its construction it represents the ripe experience of a third of a century applied to the manufacture and perfecting of printing machinery.

* * *

The Ludlow Typograph Company, with offices in the Old Colony Building, Chicago, calls attention to the fact that the Mergenthaler Linotype Company is to continue selling Ludlow Typographs thruout the United States, but has the exclusive territory for the Pacific Coast.

Mr. Carl Horix is the sales manager for the Ludlow Typograph Company and is authority for the statement that many installments of the machine have been recently made in newspaper offices in the Central West, as well as in other parts of the United States.

* * *

The Mergenthaler Linotype Company of New York, has issued a most attractive booklet entitled, "12,220 ems an Hour." The text is devoted to a recounting of the experience of the Chicago Tribune in the operation of Linotype machines, and demonstrates conclusively the wonderful possibilities to be found in the use of a battery of Linotypes. A copy of the booklet will be furnished upon application to any office of the Mergenthaler Company.

* * *

Barnhart Brothers and Spindler have produced a quanity of beautifully printed, interesting leaflets concerning their recent manufactures. Among the most notable of these are the following: A folder printed in green and red,

profusely illustrated, entitled, "Decorative Material for Holiday Printing"; a four-page leaflet in two colors, "Five Styles of Chases Necessary"; an attractive folder, "The First Face of a New Type Family," in which the Parson's series is tastefully exemplified; a most attractive showing of Publicity Gothic in neat folder form, with which is combined a "Revue of Some Barnhart Popular Type Successes."

This literature so convincing and so appealing in its exposition of usefulness of the various type faces and ornaments will cause most printers to reach for an order blank or to immediately dictate a requisition, so as to pass on to their customers the advantage of using the very latest and best in the typefounders' art.

* * *

The Hamilton Manufacturing Company has issued a handsome folder in black and orange, descriptive of "The Hamilton Interchangeable Standard-Steel Cabinet." The artistic taste shown in the convincing appeal for consideration on the part of those who want the best equipment in their composing-rooms excites admiration and will doubtless result in the receipt of many orders.

One of the arguments advanced is as follows: "The successful printer of today is the one who plans for tomorrow—the one who is increasing the scope of his business by using modern methods and equipment. The efficiency of his composing-room furniture is vital to his success. Hamilton steel cabinets are today the acknowledged standard of the world. They are built to last a business lifetime, and reflect thirty-three years experience in the development and manufacture of furniture for the printing plant."

## EFFICIENCY IN SALESMANSHIP

### By R. O. Vandercook

All progress in efficiency reduces itself to the proposition of getting the most and best results with the fewest possible motions. This principle was my guide in designing my line of machines, and I propose to use it in distributing the said machines.

I have found the printed message "believably" told produces beneficial results to all concerned, with far greater economy than mouth-to-ear work of the human salesman. I propose that the purchaser shall have a decided benefit from the economy of using "printed salesmanship."

If I should take to myself all the benefit of my sales effort in direct dealing, there would be no reason why the purchaser should not send his business thru a friendly salesman, but when I can save for myself 20 to 30 per cent on sales expense and then divide that saving with the purchasers of my machines, everybody in the transaction benefits. Most manufacturers have passed their advancing manufacturing costs on to the ultimate consumer. I have taken my advancing costs out of sales expense, and am doing a more profitable business and at the same time **have not advanced prices because of the war.**

There is a very vital point in the present condition of the country that, it seems to me, printers and publishers have not emphasized enough. That is, that Uncle Sam now needs every available man. If the business of this country can be carried on by printed message, thousands of good men can use their talents to better service than in selling goods by word of mouth.

## AN AUTHORITATIVE APPROVAL

**Office of Leslie's Illustrated Weekly Newspaper**
225 Fifth Avenue, New York.
John A. Sleicher, Editor.

November 28, 1917.

Mr. Benjamin S. Herbert, Editor National Printer-Journalist, Chicago, Ill.

Dear Mr. Herbert:—I greatly enjoyed the issue of the "National Printer-Journalist" for November—one of the best numbers that you have ever gotten out, and I especially appreciated the interesting contributions by my friend, Mr. Harry E. Andrews, Managing Editor of the Los Angeles "Times," and Mr. H. C. Hotaling, President of our National Editorial Association. I wish that Mr. Hotaling's suggestion to the country press might be carried out and that our Association might have twenty-five thousand members. If we had this number, no Congress would ever think of establishing a 10 cents per pound postage rate under a zone system on newspapers selling at $1.50 to $2.00 a year, as Mr. Hotaling points out. I hope that every editor, and especially of a rural paper, will make it his especial business to protest to his member of Congress against the re-establishment of the archaic zone system of postage rates.

Very truly yours, JOHN A. SLEICHER.

## DECISION AGAINST EMBOSO SALES COMPANY

According to reliable information, the Emboso Sales Company, of Washington, brought suit against the Wood, Nathan & Virkus Company in 1916, in an attempt to restrain them from using or selling the VIRKOTYPE Process, which the Embosso Sales Company claimed infringed certain Crump patents owned by them.

It is reported that the case was tried before Judge Augustus N. Hand in December, 1916, and decided by him in favor of the Wood, Nathan & Virkus Company. Judge Hand declared the Crump patents void for lack of invention. The Emboso Sales Company then appealed and it is this appeal, which is said to be final, that has just been decided by the Circuit Court of Appeals in favor of the Wood, Nathan & Virkus Company.

This is said to terminate all litigation involving the VIRKOTYPE Process, that process having been cleared by the Courts of all charges of infringement.

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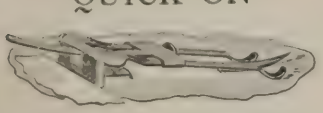

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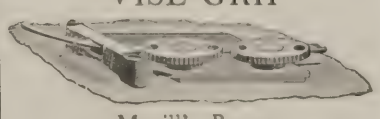

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In plan the book follows the natural evolution in newspaper work and the development of the student's mind. From the simple work accorded a beginner it progresses steadily to the forms assigned only to tried and trusted men. Throughout the work the student is shown, not only the things to do, but the why of it and the standards set are those of the average newspaper office, the one in which 90 per cent of all students will have to do the work for which they are preparing themselves. The mechanical side of the newspaper has not been forgotten, and the book is more profusely illustrated than any other work that has yet appeared on the same subject. The illustrations are an essential part of the text. 8vo. Cloth. 300 pages. Illustrated. $1.75; by mail, $1.85.

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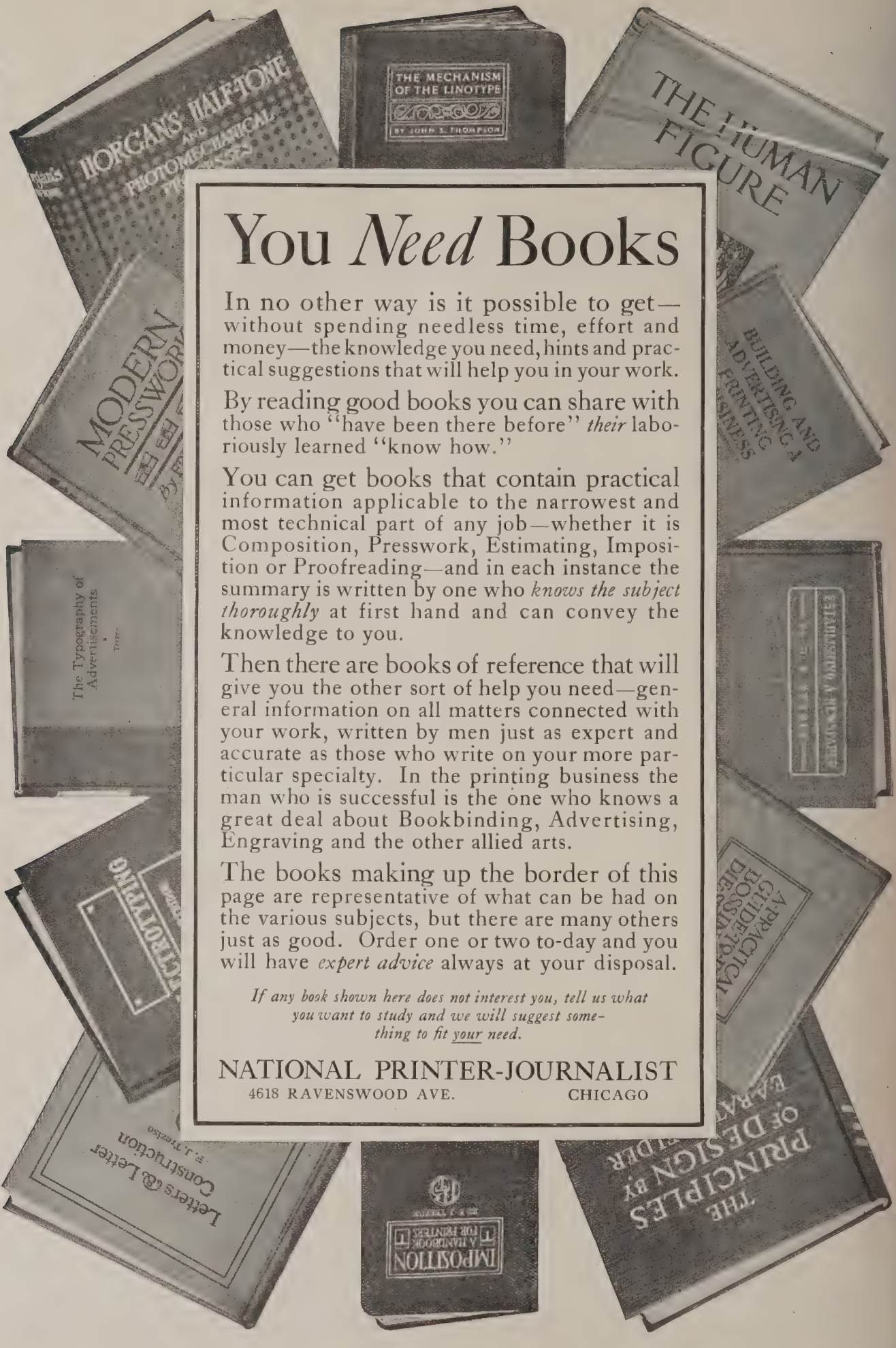



# You *Need* Books

In no other way is it possible to get—without spending needless time, effort and money—the knowledge you need, hints and practical suggestions that will help you in your work.

By reading good books you can share with those who "have been there before" *their* laboriously learned "know how."

You can get books that contain practical information applicable to the narrowest and most technical part of any job—whether it is Composition, Presswork, Estimating, Imposition or Proofreading—and in each instance the summary is written by one who *knows the subject thoroughly* at first hand and can convey the knowledge to you.

Then there are books of reference that will give you the other sort of help you need—general information on all matters connected with your work, written by men just as expert and accurate as those who write on your more particular specialty. In the printing business the man who is successful is the one who knows a great deal about Bookbinding, Advertising, Engraving and the other allied arts.

The books making up the border of this page are representative of what can be had on the various subjects, but there are many others just as good. Order one or two to-day and you will have *expert advice* always at your disposal.

*If any book shown here does not interest you, tell us what you want to study and we will suggest something to fit your need.*

NATIONAL PRINTER-JOURNALIST
4618 RAVENSWOOD AVE. CHICAGO

# NATIONAL PRINTER JOURNALIST

## Christmas and New Year's Greetings!

*ACCEPT our cordial wishes for a Joyous Christmas and a New Year that shall unfold Happiness in abundant measure. : : : :*

*Wm. E. Herbert*
*Benj. S. Herbert*

DECEMBER 1917

PONTIAC ENG. CO. CHI.

THIS IS AN AMERICAN CORPORATION OWNED AND OPERATED BY AMERICANS

# JAENECKE-AULT COMPANY

CHAS. H. AULT, PRESIDENT & TREASURER

"Jaenecke" and "Ink" mean the same to most printers and yet, after our three-quarters of a century of fine ink-making, some printers have not used our goods. But once they do its a good bet that they'll get the Jaenecke habit and wonder why they didn't get it before. And they'll get a square deal, too.

MANUFACTURERS OF

## FINE PRINTING & LITHOGRAPHIC INKS

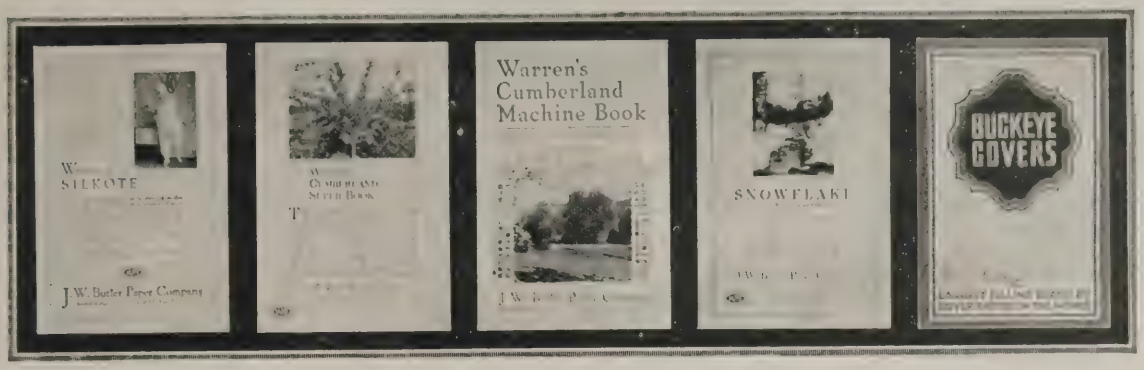
FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.

BRANCHES: NEW YORK · CHICAGO · CLEVELAND

Our goods can also be obtained from printers' suppliers everywhere

CHICAGO OFFICE—609 SOUTH LA SALLE STREET

# Typical Printed Specimens




*Paper of appropriate description is the greatest asset of successful printed advertising. The right quality is the best in the long or short run.*

WHAT would it mean to you if you could eliminate the fussing, doctoring and nursing of paper and inks when trying to get a printed job started and running smoothly? Lots of little but particular jobs cause more grief than the orders are worth. But isn't most of the trouble due to lack of uniform quality in the paper? The path that leads directly to the solution of such problems will bring you to "Butler Brands," including Warren's Standards—paper made after a plan of standardization that spells the highest efficiency in paper making. The fundamental reason for the plan was to enable you to get better results *always*—papers as nearly uniform as it is mechanically and humanly possible to make them *all the time.* Such papers interest you because their use is bound to prove more profitable to you and your customers. Warren's Silkote, Warren's Cumberland Super, Warren's Cumberland Machine Book, Snowflake, and Buckeye Covers are papers you should know now. For your convenience in determining their worth to you, we have prepared some typical specimens to demonstrate their printing beauty and utility. The Book Paper exhibits are in one color from simple, attractive groupings of type and plates of commercial illustrations, suggesting the possibilities for extremely effective printing economically produced. Write us if you would like a set of these specimens.

*Distributors of "Butler Brands"*

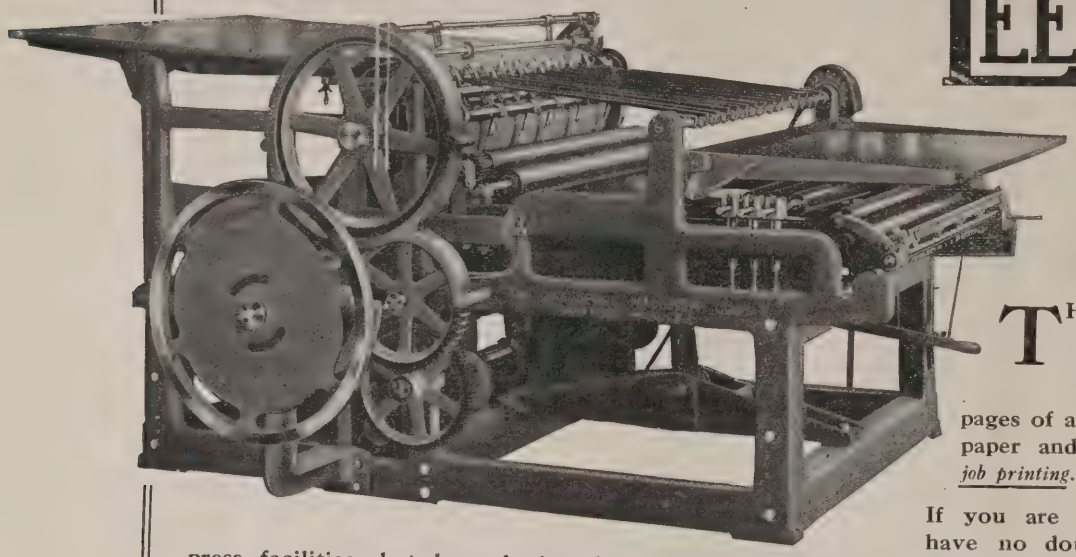
Standard Paper Co. . . Milwaukee, Wis.
Missouri-Interstate Paper Co., Kansas City, Mo.
Mississippi Valley Paper Co. . St. Louis, Mo.
Southwestern Paper Co. . . . . Dallas, Tex.
Southwestern Paper Co. . . . Houston, Tex.
Pacific Coast Paper Co. . San Francisco, Cal.
Sierra Paper Co. . . . . Los Angeles, Cal.
Central Michigan Paper Co., Grand Rapids, Mich.
Mutual Paper Co. . . . . Seattle, Wash.
Commercial Paper and Card Co., New York City
American Type Founders Co. Spokane, Wash.
National Paper & Type Co. (export only) New York City
National Paper & Type Co. . Havana, Cuba
National Paper & Type Co., Mexico City, Mexico
National Paper & Type Co. Monterey, Mexico
National Paper & Type Co. Guadalajara, Mex.
National Paper & Type Co., Buenos Aires, Argentine Republic
National Paper & Type Co. Guaymas, Mexico
National Paper & Type Co. . . Lima, Peru

*Established 1844*

## J. W. Butler Paper Company

### Chicago

PAPER



# LEE JOB and NEWS PRESS

***Designed Especially for the Small City and Country Publisher***

THIS new "Challenge" Creation is designed to meet the demand for a LOW-PRICED PRESS that will print two pages of a six or seven column newspaper and *also handle the general run of job printing.*

If you are one of this class, you too, have no doubt felt the need of better press facilities, but have hesitated to install a high-priced machine for the reason that the increased expense would not justify the expenditure, so choosing the lesser of the two evils, you have retained your old press equipment, though not satisfied with your forced condition. THERE IS NO NEED TO HESITATE LONGER! THE PRESS YOU HAVE BEEN LOOKING FOR HAS ARRIVED—THE NEW LEE JOB AND NEWS PRESS!

Its price? ONLY **$975.00!**

You want to know more about the LEE PRESS, whether you are ready to buy or not. Write to-day for the whole story.

Sold and *GUARANTEED* by type founders and dealers in all principal cities.

## THE CHALLENGE MACHINERY CO.

Chicago, 124 S. 5th Ave. GRAND HAVEN, MICH. New York, 38 Park Row

# Wire Stitcher Troubles

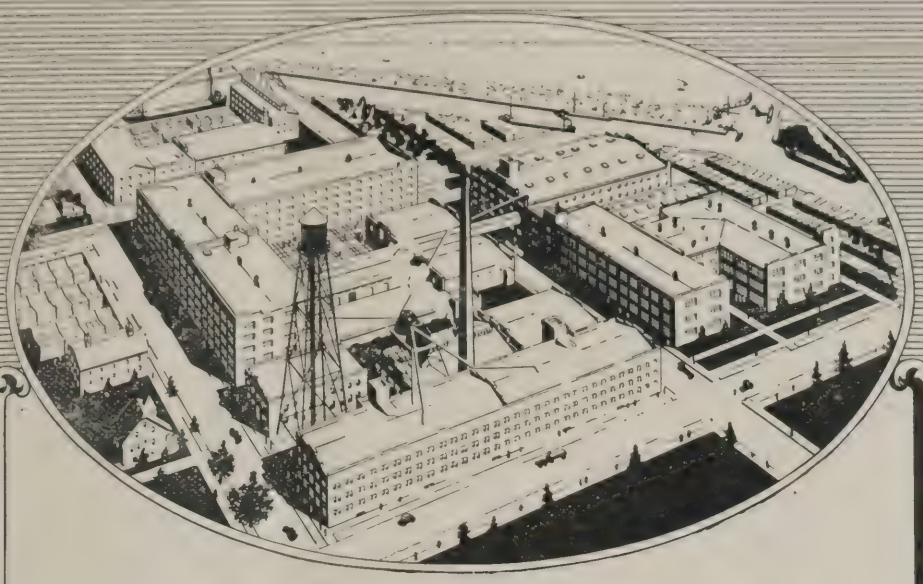
¶ Wire stitcher troubles and Boston Stitchers are vigorous opponents. The Boston is the cut-cost-no-trouble kind, with every requisite for quality, output, and efficiency. Many thousands of users all over the world testify to Boston superiority. A recent shipment abroad of fifty Bostons, and a subsequent order nearly as large, are proofs of the recognition that Bostons have everywhere received. Your order?

A SPECIAL PROPOSITION FOR CALENDAR MANUFACTURERS
WRITE FOR DETAILS

## American Type Founders Company

GENERAL SELLING AGENT BOSTON WIRE STITCHER

SET IN GOUDY OLDSTYLE AND GOUDY BOLD ENGRAVERS BORDER NO. 1801



# HAMILTON
## EQUIPMENT
## FOR PRINTERS

WOOD AND STEEL

Economy of space.

Economy of motion.

Increase in output without increased overhead.

*More Profit in the Composing Room*

These are the vital points of Hamilton Equipment for you. Send for an efficiency engineer to show you how you can secure these benefits.

*Hamilton Equipments carried in stock and sold by all prominent typefounders and dealers everywhere.*

## THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N. J.

# "HOW TO MAKE TYPE TALK"

*By Barnard J. Lewis*

## Slip a One-Dollar Bill

### Into an Envelope and Mail to Us—

You'll get the Book by return mail, postpaid:—this BIG little Book that Advertising Men, Printers and Buyers of Printing all over the country are talking about and asking for.

While concise and clear in its demonstrations, this Book is the kind that can be read over and over again—each reading opening up a fresh and profitable vein of inspiration. It will suggest many new, striking effects in the planning of printed material. It will straighten many puzzling questions, old and new. It is no treatise on so-called "high-art" Printing. It throws the clear, whitelhst o!gf ***simplicity*** on many heretofore complex and unattended "bread and butter" details. It is a *Good-Business Book.*

*National Printer-Journalist,*
*Chicago, Ill.*

*Here's a dollar. Send "How to Make Type Talk."*

*Name* .....

*Address* .....



# CYLINDER PRESSES

**1.** 6 Column Quarto Miehle, bed, 35 x 50 in. with both deliveries, 4 form rollers. Now set up in our shop, ready to run. Costs new $4,000. Sold at low price and terms **at $2,000**

**2.** 7 Column Quarto Miehle, bed 39 x 53 in., with both deliveries, 4 form rollers. Now set up to show running, late style. Costs new $4,400. Sold on terms **for $3,000**

**3.** Practically new 28 x 36, 46 x 62 and 49 x 66 in. Huber-Hodgman's for $1,600, $2,400 and $2,800. They have been used little, and require few minor parts to make them in first class condition. Latest, low style, both deliveries, 4 form rollers, very strong and efficient. The two larger presses can be shown running.

**4.** Large Stock of Printing and Binding Machinery. Many machines nearly new. Tell us your wants and write for Information and New List No. 11.

*We Sell a Full Line of New Machinery and Equipment.*

**WANNER**
**MACHINERY CO.**
**A. F. WANNER PROP.**
703 S. Dearborn St., Chicago, Illinois



Every Owner, Every Manager, Every Salesperson Will Profit by Reading

# "Retail Selling and Store Management"

*By PAUL H. NEYSTROM*

**Price $2.00**

¶ Its teachings are applicable to your business. A reading of the book and a consistent following of the principles advocated will increase your earning value 50 per cent.

IT shows how salespeople may increase their abilities a hundred fold; how owners or managers may properly train their sales forces; how advertising may be made more effective; how leaks and wastes may be detected and eliminated; how cost accounting systems may be improved; how credits and collections should be handled; how the entire organization of a retail store from the management down to the delivery boys may be made more effective. The book is based upon the actual results accomplished in many successful retail businesses.

**Order NOW!**

NATIONAL PRINTER-JOURNALIST

**4620 Ravenswood Avenue, CHICAGO, ILL.**

# TRAINING FOR THE NEWSPAPER TRADE

## By DON C. SEITZ

BUSINESS MANAGER OF THE NEW YORK WORLD

*Twelve Illustrations*

*$1.35 Postage Paid*

DON C. SEITZ

JAMES MELVIN LEE

President American Association of Teachers of Journalism

"A book which tells the how's how, the what's what, and the why's why of the newspaper trade. Mr. Seitz has boiled down the valuable lessons in the school of experience from the time when he set type in the back office of a little country weekly in Maine to that of today when he sits as business manager in the front office of the metropolitan daily having the largest morning circulation in New York."

*National Printer-Journalist*

*4610 Ravenswood Avenue*

*Chicago*

"The BETTER Machine"

# "The saving on the payroll is practically double the payments on the machine."

Thus wrote the publisher of the Record, New London, Ohio.

The Intertype will not save that much in all country newspaper offices; but there are mighty few such offices, however small, in which it will not save more than enough to pay for itself.

And at the same time it makes it possible for you to

Run more local news,
Broaden your field,
Increase advertising and
job patronage.

*Write for our booklet, "The Intertype in a Country Newspaper Office."*

INTERTYPE CORPORATION

Middle Western Branch

Old Colony Building - - Chicago

# TO ATTRACT ATTENTION

and catch the eye of the reader nothing succeeds like a nice cut, and particularly if it be a fine artistic and new style ornament. ¶ A study in this line is offered in our Ad-Art Ornaments, of which we lately printed an eight page sheet. Three score new ornaments are shown; also a new lot of eye-catching Black and Gray, Black and White, Tint Tone and Tint Dot Borders. ¶ We also show the unequalled Engravers Family and its Allies in a new eight page folder. ¶ If you have not already seen them, send for them; and by all means furnish your office with them. They get the business

## BARNHART BROTHERS & SPINDLER

**Founders of Superior Copper-Mixed Type since 1868**

Chicago Washington Dallas Kansas City Saint Louis Omaha Saint Paul Seattle

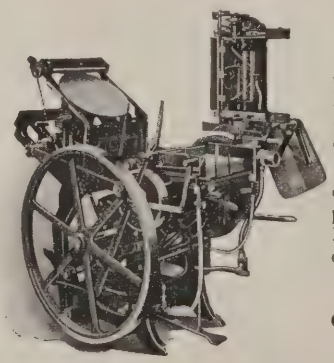
Set in Franklin Roman with Tint Dot Borders (At Top) Ad-Art Ornament No. 10818, 35c Two Colors, 65c (In Center) Ad-Art Ornament No. 7206, 35c



## THE MILLER FEEDER AND THE LABOR PROBLEM

WHY be dependent upon man labor to feed your platen presses during these strenuous times when two Miller Platen Press Feeders, and one operator to look after all form changes and machine adjustments, will deliver more work than four men feeders ?

We can prove in your own shop and under your own conditions that the Miller Feeder is as indispensable a money saver as the Miller Saw-Trimmer, the standardizing machine for the composing room.



The Miller Feeder is compact, simple to adjust and to operate, minimizes spoilage, insures steady feeding with perfect register, doubles production and reduces operating cost.

With a further shortage of labor inevitable, wise printers are adding Miller Feeders as the only means of solving their big problem.

(Note Accessibility of Platen with Feeder up)

Over 1,600 Miller Feeders in successful operation

*Write for Descriptive Matter and Prices*

**MILLER SAW-TRIMMER CO.**

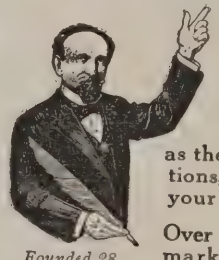
MAIN OFFICE and FACTORY, PITTSBURGH, PA.

NEW YORK OFFICE: 60 Beekman St.

CHICAGO OFFICE: 550 South Clark St.



## Is your Trade Mark Valid?



*Founded 28 years ago by Mr. William Mida.*

YOUR trade mark, new or old, may not be worth the paper it is printed on. It may be registered at Washington and still be worthless. Only an intensive search through the UNREGISTERED as well as the United States Patent Office Registrations, can make you sure of the validity of your trade mark or label.

Over ONE MILLION records of trade marks and brands, including duplicates of all the United States Patent Office registrations, are on file in

**Mida's Trade Mark Bureau**

**Rand McNally Bldg., Chicago, Ill.** Tel. Harrison 8328

**Make your Trade Mark trouble-proof**

For 28 years Mida's Trade Mark Bureau has been collecting records of UNREGISTERED trade marks and brands and adding to them the U. S. Patent Office records. The files of this Bureau are four times more extensive than the U. S. Patent Office records. A search through Mida's records gives the utmost assurance to any manufacturer that his trade mark is valid or otherwise. No other source, official or private, in this country can do this.

There is nothing even approaching these records for completeness. Why not see if YOUR trade mark is trouble-proof by making a search TODAY?

U. S. Patent Office Registrations, Label Copyright, Vigilance Service, Common Law Record (With Certificate), Foreign Registrations. **Advice Gladly Given Gratis.**

CUT THIS OUT AND MAIL IT

**Mida's FREE Search Offer**

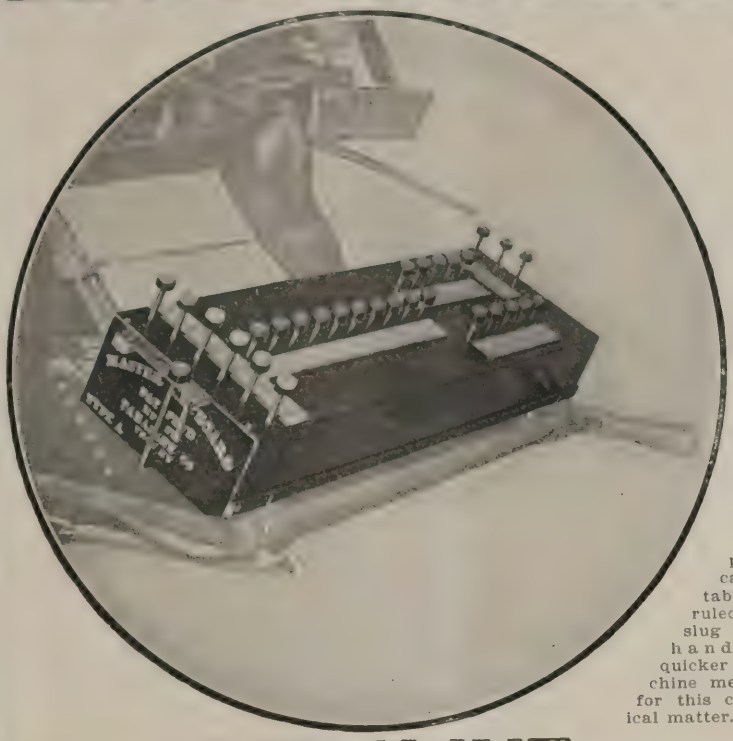
Our charge for making searches is $3 each trade mark or label. By arrangement with this publication we offer to YOU one FREE search if you will fill in your name and address below and send full particulars of your trade mark or brand information is desired on. This offer must be taken up within sixty days of date of this publication.

Signature .....

Address .....

Date..... .....

# ZENT TABULAR SYSTEM



## For Linotype or Intertype

GEORGE HELD
PRINTER AND LINOTYPER
232-236 HAMILTON STREET
ALBANY, N. Y

THE TABALINE COMPANY,
Troy, N. Y.

August 27, 1917.

Gentlemen:—After thoroughly going over your Zent Tabular System for linotypes, I have decided to install it on my machines, and hand you my order herewith.

My class of work requires high-grade workmanship and I have heretofore been forced to have a great deal of my tabular composition monotyped.

I now intend to go after tabular composition with the belief, after careful consideration and thorough investigation of your system, that you have solved the problem, and that I can produce intricate tabular matter and ruled blank work on my slug machines equal to hand composition, and quicker than any other machine method yet produced for this class of typographical matter. Yours very truly,

Geo Held

THE 00 19 91 28 82 37 73 46 64 55 64 46 73 37 82 28 91 19 00 TABALINE COMPANY, Troy, New York

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

# The First Book on Soliciting Advertising

There have been plenty of books on buying advertising space and writing advertising copy, but not a single one on SELLING it. Until now there has been no book plainly defining the principles upon which the solicitor should plan his work, and suggesting how he can work most efficiently.

SELLING NEWSPAPER SPACE

**By Joseph E. Chasnoff, of the St. Louis Republic** scores a bull's eye. It goes right down to the fundamentals of newspaper advertising, and shows how to build it up on a rock-bottom foundation. If your solicitors follow the guidance of this book, they can't go wrong.

It takes super-salesmanship to sell newspaper space. The average merchant cannot be convinced that he is buying a tangible commodity. He considers advertising either a necessary expense or a gamble in which the odds are against him.

How to overcome this prejudice of the merchant—how to get and hold new business—how to find prospects who should advertise and will if properly approached—all this and more the solicitor will learn from this book by a master newspaper man.

SELLING NEWSPAPER SPACE is a little masterpiece. It is interesting, clear and convincing. Its ideas bear the stamp of practice and are illustrated by examples of how they have been actually carried out in newspaper work—some taken from the big dailies, others from the small town papers where causes and effects are unobscured by the mass of detail that complicates the working of larger publications.

**Your Solicitors should be studying this book Right Now**

It shows WHY results are all that count with the retailer; and it begins at the beginning and shows how to get them for him. The chapters on NEW BUSINESS and the one on HELPING THE MERCHANT give the very gist of newspaper ad-writing.

SELLING NEWSPAPER SPACE gives clear, definite conceptions of what is to be done. It helps to concentrate on the main issues. It's the kind of book you can read in two nights and get ideas to work with for two years.

The price of Mr. Chasnoff's book is $1.50 postpaid. If you don't think it's worth more than that, all you have to do is return the book and get your money back.

**NATIONAL PRINTER-JOURNALIST**
**4620 RAVENSWOOD AVENUE**
**CHICAGO, ILL.**



## ROUTING CUTTERS

New steels of the best cutting service known to mechanics.

*Write for Circular No. 280*

JOHN ROYLE & SONS
PATTERSON, N. J.
*Photo-Engravers' Machinery*



CLASSIFIED AD—(Too Late to Classify)

FOR SALE—SEE OUR ¼-PAGE DISPLAY ADVERTisement of several good Miehles and Huber-Hodgman's. Also 12 x 16 Seybold Trimmer, 35 in. Seybold Power Cutter; 34 in. Oswego Power Cutter and other sizes and styles; Lever Cutters, 13 in. to 32 in.; Circular Folders, 25 x34 Hall 5-fold, high-speed; 13 x 19 and 14 x 22 Colt's and Universal Presses; 12 x18 nearly new, Golding Art Jobber; 16 x 20 heavy Schniedewend, 11 x 25 Vandercook, and 25 x 36 full-page, Wesel proof presses. Several bargains in Pony Drums, 16 x 21 to 24 x 30; also Drums as:—29 x 42 four track Hoe; 32 x 47 Prouty; 28 x 44 Campbell; 33 x 48 Cranston. Two-Revolution Presses—23 x 28 to 47 x 66 in Campbell Optimus, Huber, Miehle and Huber Hodgman. Large line of Machinery. Please tell us your Wants and for Sale. Wanner Machinery Co., 703 S. Dearborn St., Chicago, Ill.



# CONSULT

**The Specialists Who Know**

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

# TYPO

20th Year

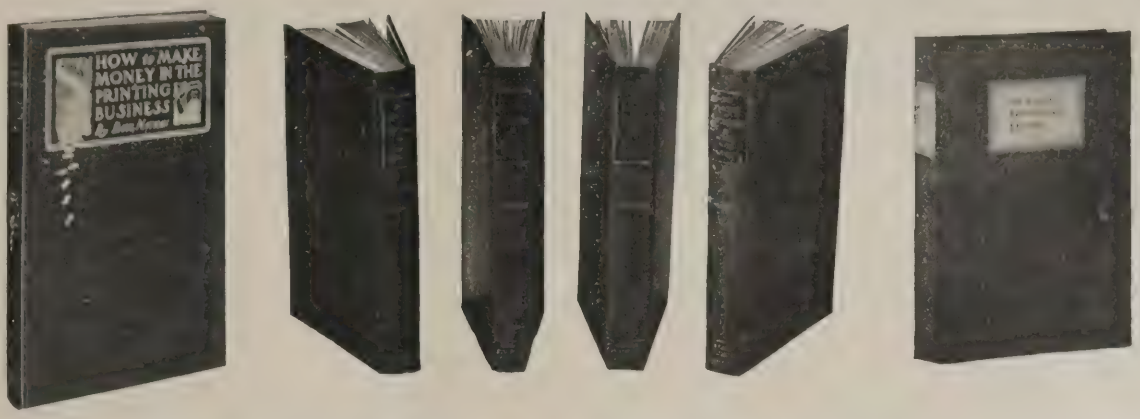
WILL HELP TO
**INCREASE** YOUR SALES
**DECREASE** YOUR LOSSES

# RATINGS

MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

**THE TYPO MERCANTILE AGENCY**
**GENERAL OFFICES; 373 FOURTH AVE., NEW YORK**
**Near 26th Street**

# STANDARD BOOKS ON PRINTING




## CORRECT COMPOSITION

By THEODORE L. DE VINNE, A M. A treatise on spelling, abbreviations, the compounding and division of words, the proper use of figures and numerals, italic and capital letters, notes, etc., with observations on punctuation and proofreading. A volume for the compositor, proofreader, writer, editor, advertising man, and all desiring a knowledge of correct English composition. 5x7½. 476 pages. Cloth, $2.00; postage and packing 20 cents extra.

## PLAIN PRINTING TYPES

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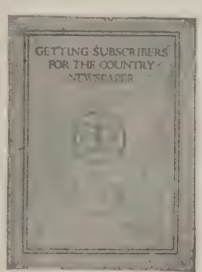


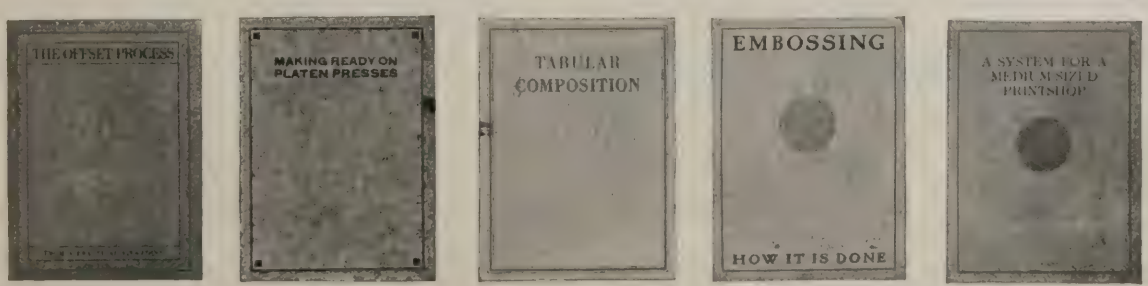


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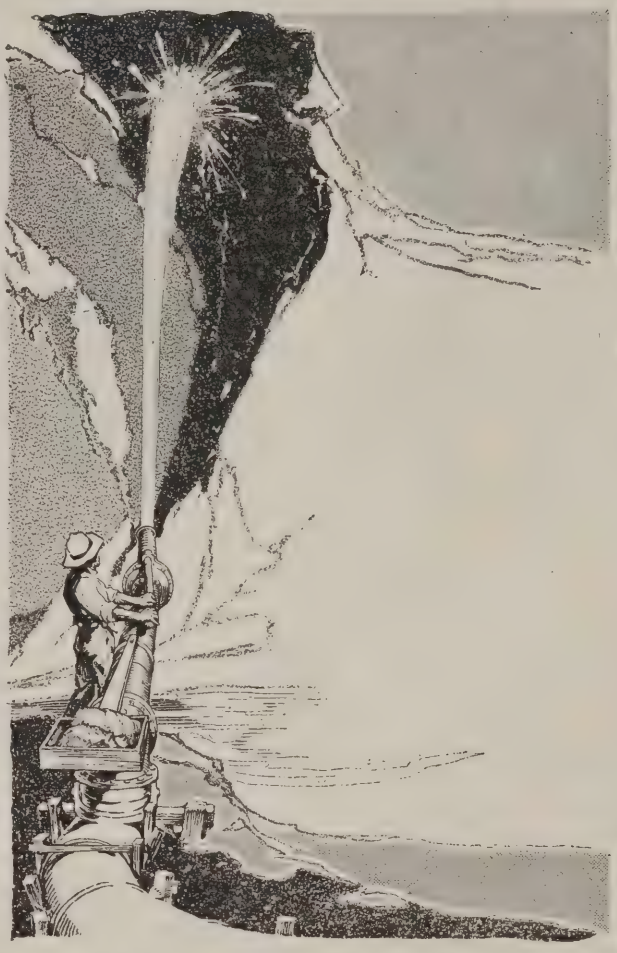

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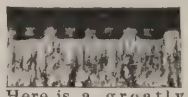

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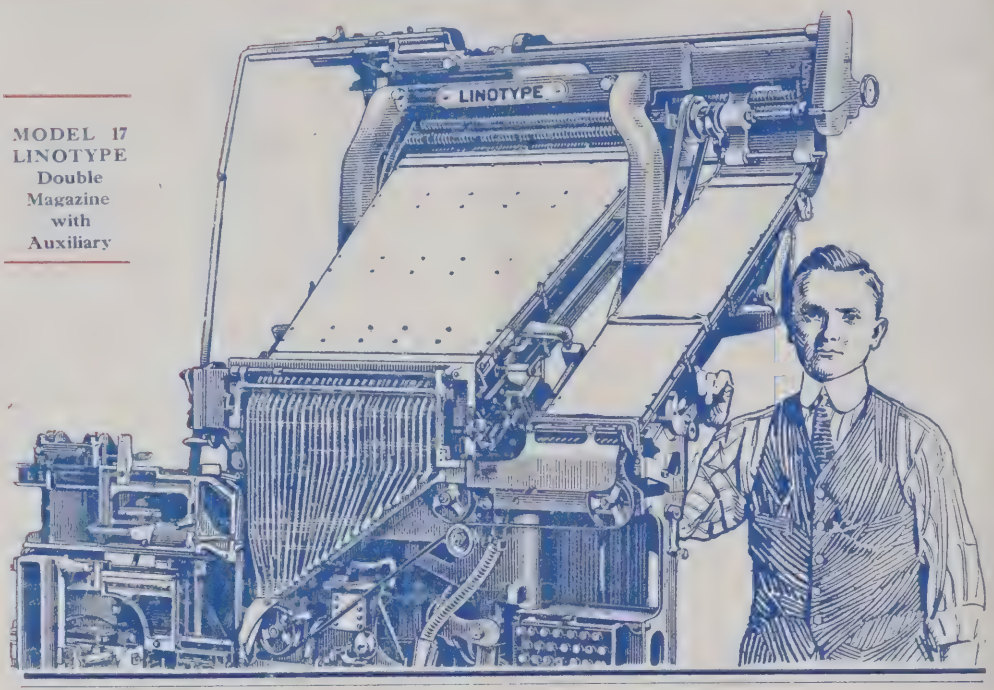


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